

INSIDE DOPE

by GEORGE F. TAUBENECK

Stories of the Week
Gags of the Week
Wisdom of the Week
Advertisement of the Week
From a Benson Ford
Speech
Coming: Reverse Cycle
Water Heaters
Sour Notes on Human
Foibles
Message from Jim Nance
Verse of the Week

Stories of the Week

"Ya-ah," jeered a New Dealer as he paid off an election bet, "you'll give this money back to me four years from now."

"If so, you should be grateful," retorted the Ike backer. "Dollars will be worth more then."

Fabulous new hilltop home of an industry executive, who is noted for his wit, has a double garage.

One door is painted His; the other, Hers.

The latter is two feet wider.

To his deathbed John Biznesman summoned his partner.

"My dying wish," he croaked, "is to be cremated."

"What shall I do with your ashes?"

"Ship them to the Collector of Internal Revenue, collect!"

Gags of the Week

Efficiency is what you think you have until you try the other fellow's job.—*Alexander Co-operator.*

Stop fretting about the future. No doubt there will be as much of it as you can take.

You're "over the hill," brother, when you pay more attention to the food than to the waitress.

What some estimates should include is an estimate of how much more it will cost than the estimate.

Young people of our age were brought up on the wrong side of the tax, instead of the "tracks."

Wisdom of the Week

"Many problems solve themselves if left alone. All of us should take a lesson in the gentle art of keeping cool."—*DWIGHT D. EISENHOWER.*

Advertisement of the Week

"We positively guarantee," reads a sign in a New York florist shop, "that all our flowers are super-charged with chlorophyll."

From a Benson Ford Speech

Henry Ford's admiration for Thomas Edison knew no bounds. To his famous Greenfield Village collection of historical Mr. Ford removed Edison's laboratory from New Jersey, and set it up again in Dearborn.

The greatest inventor of all time came, on Ford's invitation, to see his old workshop in its new surroundings.

"It's about 95% right," viewed Edison.

"What's wrong?" Henry consternated.

"When I was working with it, the place was a mess. Here it is orderly and clean."

Coming: Reverse Cycle Water Heaters

Tests of two dozen heat-pump-powered water heaters in the Chicago area have been quite satisfactory, according to Gill Freyder, air conditioning engineer for the Commonwealth Edison Co. of that city. Furthermore, operating costs of these experimental heat pump units are competitive with conventional water heaters, he told us a fortnight ago.

The heat pump water heater, which utilizes a fractional horsepower sealed refrigeration unit, operates as efficiently as a household refrigerator or home freezer, this Edison engineer reveals.

(Concluded on Page 6, Column 1)

ISSUED EVERY MONDAY AT 450 W. FORT ST., DETROIT 26, MICHIGAN. ESTABLISHED 1926.



AIR CONDITIONING & REFRIGERATION News

Vol. 68, No. 7, Serial No. 1248

February 16, 1953

Subscription Price, \$5 Per Year

Reentered as second-class matter October 3, 1936 at the post office at Detroit, Michigan, under the Act of March 3, 1879.
Trade Mark Registered U. S. Patent Office. Copyright 1953, by Business News Publishing Co.

'United We Stand, Divided We Fall'

Food Plan Dealers Warned To Join Forces, Clean House To Avoid Trouble

NEW YORK CITY—More than 300 representatives of firms in the freezer-food plan industry, attending the first open meeting of the new Food Plan Dealers Association, were urged here recently to join forces to overcome internal and external abuses and attacks from "our would-be destroyers from within and without."

The group also heard a warning from a banker that "we will not police food plan dealers' sales efforts which frequently include unethical practices." He declared: "We want the business but you will have to clean it up."

Several speakers insisted that food plans are performing a public service, and that steps should be taken to make certain that consumers can continue to benefit from the public service.

Harvey Farber, temporary president of the association, who is president of Amara Products Corp., warned:

"Either the food plan industry, itself, will organize to terminate malpractice within the industry or it will continue to be saddled with adverse publicity, the constant attacks by selfish pressure groups opposed to food plans, and finally, the possibility of restrictive legislation."

"All of us in the food plan industry are subjected to smears and mudslinging activated on the one hand by groups bent on hurting and destroying us, on the other hand, by the malpractices of a small number

of food plan operators," Farber continued.

"Clearly, something must be done right away to protect ourselves against our would-be destroyers from within and without."

"We cannot stand idly by and see an industry crippled—an industry which we know as ethical businessmen, is actually performing a public service for the consumer."

"The problems of the industry are many and far beyond the capacity of any single defender or even a large number of defenders working alone without plan or organization." He insisted that the continued existence of the industry depended on united effort.

Farber also accused extension groups of making "uncontested generalizations" that freezers for homes are not economical.

William J. Buckman, member of the group's steering committee, who is associated with the Rich Plan, described various techniques, "used across the country to discredit and destroy food plans."

After reviewing the development of the organization, reporting on its proposed four-point code of standards, and outlining its future organization.

(Concluded on Page 4, Column 4)

Kelvinator Sales Jump 23.3% In Fall Quarter

DETROIT—Nash-Kelvinator Corp. reported sharply improved sales and earnings for the three months ended Dec. 31, 1952, the first quarter in the 1953 fiscal year, as compared with the like period a year ago.

Net earnings were \$5,522,374 after Federal and state income taxes, equal to \$1.27 per share of common stock, compared with \$1,034,024, or 23 cents per share, last year. Sales were \$111,332,809 against \$71,766,558 a year ago.

For the December quarter, unit sales of electrical appliances were 23.3% higher than in the corresponding period a year ago.

All officers of the corporation were re-elected by directors at a recent meeting.

Hope Wanes for Getting Sub-Contractors Listed At Bid Closing Time

DETROIT—After a meeting between representatives of mechanical contractor groups with the city controller, it appears certain that the city of Detroit will not pass a resolution to require general contractors to list their sub-contractors at the time they submit their bids on city projects.

City Controller John Witherspoon and City Engineer George Thompson indicated that they would be willing to go along with a requirement that general contractors submit their sub-contractor list within seven days after a bid has been accepted.

They also felt that, in many instances, the city would benefit by letting mechanical (including refrigeration and air conditioning), electrical, and plumbing bids separately.

The sub-contractors had asked that city departments be given the option of either letting these bids separately or to a general contractor who listed his sub-contractors.

The sub-contractor groups want the listing of sub-contractors at the time bids are closed to prevent general contractors from shopping bids

(Concluded on Back Page, Column 2)

Calif. Bill Would Prohibit Misuse of Fixtures by Dairies

LOS ANGELES—A bill to prohibit milk or ice cream distributors from either directly or indirectly transferring, loaning, renting, giving, or selling any refrigeration facility or refrigeration service to any retail store, wholesale customer, or consumer has been introduced into the California legislature.

Called Assembly Bill 3026, it was introduced by Assemblyman A. I. Stewart at the request of the Refrigeration and Air Conditioning Contractors Association of Southern California, according to Henry B. Ely, executive secretary of the association.

Ely explained: "A few of the dairies have grown strong and powerful and through subsidiaries purchased markets, assuring their dairy of the patronage of such markets, somewhat the way the breweries used to do in the days before Prohibition, when they owned, lock, stock, and barrel, the corner saloon."

"Where they are not assured of patronage they rent refrigeration equipment at prices our members feel are exorbitantly low, although permitted by the Department of Agriculture."

"Smaller dairies, not as financially well-heeled, cannot compete in this type of attraction offered the retail store. This rented equipment is also used for the display of frozen foods and frozen meats and thus our milk bill is larger because it is absorbing in part the costs of other departments in the market."

Barkow Bows Central Home Air Conditioner

MILWAUKEE—The Refrigeration Div. of the Aug. G. Barkow Mfg. Co., Inc. announces a new residential central air conditioning unit.

Finished in an attractive Woodland Green Hameroid jacket, the Barkow residential central air conditioning unit is hooked up to any forced air furnace. Packaged for easy installation, it is shipped assembled.

Placed alongside of any forced air furnace, Barkow air conditioning units require only 2 by 3 ft. of floor space and are 3 ft. in height. One electric and one water connection, in

(Concluded on Back Page, Column 5)

Lennox Adds Packaged Cooler for Year-Round Air Conditioner Line

MARSHALLTOWN, Iowa—The Lennox Furnace Co. has recently expanded its line of air conditioners to include "package" cooling units that create year-round air conditioning when added to a forced warm air heating system.

Lennox has two models of the "package" type. The "Stowaway" is for installation in a horizontal air duct, i.e. on the outlet side of a horizontal furnace or warm air trunkline in a basement. The "Flat-Top" air conditioner is for installation where there is vertical air flow, i.e. above a conventional "Hi-Boy" or under a reverse flow Hi-Boy, or in warm air plenum of a "Lo-Boy."

Both the Stowaway and Flat-Top are available in nominal 2-ton and 3-ton cooling capacities. Features include ease of installation; flexibility of application; easy access; extra

(Concluded on Page 25, Column 4)

Million-A-Year Pace by '55 Seen For Room Cooler

See 590,000 '53 Total;
Dealers Warned To Sell
Correctly Sized Units

CHICAGO—Annual sales of single room air conditioners will be close to 2,000,000 units in 1957, with the million mark being passed in 1955.

That was the forecast made by Herbert L. Laube, president of Remington Corp. and chairman of the room air conditioning section, Air Conditioning & Refrigerating Machinery Association, at a meeting here of the section.

"In 1955 alone," he predicted, "we can expect sales of more than a million units at a manufacturers value of about \$200 million, which equals the total volume of the last seven years."

Laube said his forecast was based on figures gathered by his company's air conditioning division which manufactures and markets room units exclusively.

Retail sales for 1952 of 400,000 units will rise to 590,000 for 1953, Laube said. For 1954 he predicts sales of 805,000 units; with a total of 1,045,000 in 1955 and 1,450,000 in 1956. He expects a sharp increase in 1957, bringing the total close to 2,000,000 units.

A major industry problem, the group was told, is to educate retailers and consumers to the fact that, unlike refrigerators, dishwashers, and other appliances, the air conditioning unit suitable for a room in one house isn't necessarily the one to do the same job in a similar room in another.

There are eight general factors which can cause variation of as much as 600% in the room-area which a particular unit can serve adequately, Laube said.

"One bedroom may have a southern exposure and the one next door may face north. It may be under a flat, uninsulated roof or completely shaded. It may have two windows or six. The ceiling may be low or high."

Established manufacturers are now producing calculators by which the proper size of unit can be determined in a matter of seconds, Laube pointed out. Seeing to it that salesmen, eager as they may be to make sales, take the time and trouble to learn the characteristics of the room a particular unit is to condition, is just as important as turning out well-made units, he stressed.

In fact, said Laube, if it isn't the right size to do the job to the customer's satisfaction, the quality will mean nothing.

A year or two of flooding the market with substandard equipment, improperly sold, can do irreparable harm and manufacturers should feel it their duty to do everything possible to prevent it, he declared.

Laube presided over the industry meeting of room air conditioner manufacturers sponsored by ACRMA

(Concluded on Page 4, Column 2)

Home Freezers Outsell All Other Major Appliances In Utah Area

SALT LAKE CITY—More home freezers were sold than any other major appliance in the territory served by the Utah Power & Light Co. and the Western Colorado Power Co. during September and October, 1952, the two utilities reported recently.

During those two months, 2,001 freezers were sold. In the same period, refrigerator sales numbered 1,636, ranges 1,324, water heaters 745, conventional washers 1,154, automatic clothes washers 1,152, ironers 277, dryers 351, dishwashers 81, and garbage disposers 72.

IN THIS ISSUE

Evolution of Freezer-Food Plan	
Selling	15, 16, 17
Cleaning Coils (2)	23
What Was New at the Air Conditioning Exposition	21, 22, 27
What's New	18
Current Literature	19
Refrigeration Problems—Drying "Freon-12" in the Cylinder	24
Patents	26
Contracts	26

Cain Named Frigidaire's Buffalo Branch Manager

DAYTON—J. F. Cain, assistant manager of the Buffalo branch, Frigidaire Sales Corp., has been named branch manager, it was announced here by H. F. Lehman, general sales manager of Frigidaire Div., General Motors Corp.



J. F. Cain
He succeeds F. L. Riehle, whose recent death ended 41 years of service with the General Motors organization.

The new Buffalo branch manager has been associated with Frigidaire for 25 years. He first became associated with the Frigidaire sales organization in Indianapolis, Ind. in 1928, serving as education and sales training supervisor, and later handled various sales and sales promotion activities in the home office and other branches of the organization.

He joined the Buffalo branch in 1934, first working on sales promotion and advertising activities and later as sales manager. In 1950, he became assistant branch manager.

JUST ASK US!

Turn to "What's New" Page for useful information on new products.

Electronic Air Conditioning Coming?

Tests Show Relation Between Health, Comfort of an Individual and Electrical Charge of Atmosphere

NEW YORK CITY—Those who scoffed when the possibility of electronic air conditioning was proposed a year or two ago may have to eat their words yet.

At least, it has now been demonstrated there is a definite relation between the health and comfort of a human being and the electrical charge of the atmosphere.

At the annual meeting of the American Institute of Electrical Engineers here Stanford university scientists revealed that their tests show an atmosphere rich in positive electrical charges (ions) is harmful for animals but one rich in negative ions is beneficial.

In fact, they have gone so far as to develop a generator with a small fan (the unit plugs into 110-volts) that will bring the atmospheric charge of a house or business place into the balance of negative ions considered beneficial.

"Ion conditioner" may thus become a new word (and product) for the industry.

Just exactly what negative ions in the air do for animal life is not known for certain by Dr. H. H. Skilling of Stanford and John C. Beckett of Wesix Electric Heater Co., who presented the report.

The evidence, however, suggests that atmospheric ionization affects the functioning of the pituitary-adrenal glandular system, Dr. Skilling said, who pointed out also that reports relating electrical charges in

the air to health have been appearing in medical literature for a century.

According to Dr. Skilling, normally clean indoor and outdoor air contains from 400 to 1,000 positive and negative ions per cubic centimeter, with positive ions slightly in the majority.

When air becomes polluted, as in a small room full of people, there are fewer "free" ions because they attach themselves to dust particles, drops of water, and other floating particles. Only the very small "active" ions can be breathed into the lungs, and of these only the negative ones are helpful.

Amana Distributor Stages Food Plan Demonstration

CHICAGO—"How to put a food plan into profitable operation" was the topic of an evening sales-and-buffet session to which Amana-Chicago Corp. invited over 400 Chicago-area appliance dealers and their key sales executives.

Held at the Graemere hotel, the session presented step-by-step procedures and demonstrations of the Amana-Plan, manufacturer-approved food and freezer sales package.

Amana-Chicago's sales manager, Perry Winokur, presided at the meeting, with the assistance of Joe Lydon, now manager of the Amana Plan of Illinois.

Supermarket Chain Offers Frozen Food Discount Plan

BUFFALO—Red & White Food Stores, operating a large group of supermarkets in the Buffalo area, is using heavy newspaper advertising and store display to promote its "low cost, common sense food savings plan" which features a saving of 50 cents a case on all frozen foods.

Newspaper ads carry a coupon, which, when filled out by the consumer, entitles her to a discount of 50 cents on a case of 24 packages of frozen foods at any Red & White store. It is good for one month.

If customers wish to buy frozen foods in less than case lots, they are offered at a saving of 15 cents on a dozen assorted packages. Said ad copy promoting the deal, aimed at meeting competition from freezer-food plan operators:

"No banks to pay. Buy the quantity you want when you want it. Red & White stores present their own original Frozen Food Savings Plan, designed to give you known brands of frozen foods at rock bottom prices. Every item guaranteed on a money-back basis."

Sales Pitch to Group Nets 50 Food Plan Signers

LOS ANGELES—"Freezer-food" plan selling is still going strong in southern California—as one salesman for John Jennings, food plan dealer of North Hollywood can testify.

He made a sales pitch to a large group—all employees of the same firm—and 50 of them signed up to buy freezers under a food-plan setup, reports Jack Powell, Amana distributor.

Group sales presentations and demonstrations have been emphasized by Powell's dealers, but 50 sales is believed to have broken all records.

Freezer Is Worth the Expense, Testifies Satisfied User

MINEOLA, L. I., N. Y.—The convenience of a home freezer more than makes up for any possible extra expense that might be entailed, Mrs. Charles Farran, a satisfied freezer-food plan user testified at a forum held before some 150 members of the Nassau County Home Bureau here recently.

Robert Williams, Nassau County Sealer of Weights and Measures, appearing on the same panel, declared that most complaints he received on freezer-food plans were from users suffering 25 to 46% loss in trimming meats for packaging.

He asserted that the normal trimming loss should not be more than 20 to 25%.

Nebraska Considers Bill To Ban 'Back Door' Sales

LINCOLN, Neb.—A bill designed to combat "back-door" selling of appliances by wholesalers and distributors has been introduced in the Nebraska legislature, with the backing of the Nebraska-Iowa Electrical Council.

The measure is needed to protect retailers who frequently are bypassed by wholesalers who sell appliances directly to customers, council spokesmen told the Nebraska legislators.

Known as LB-215 and introduced by State Senators Peterson, Moulton and Shultz, the bill is classed as a proposed act to curb "unfair sales practices." It would forbid a wholesaler to sell anything at wholesale except to a retailer or in "a substantial quantity" for business use.

It also is aimed at misleading advertising and other bad merchandising practices. It would prohibit advertising and display of prices quoting figures "fictitiously in excess" of the prices at which the merchandise is regularly sold.

It would also keep a dealer from obtaining some item he doesn't regularly sell for the accommodation of an employee or friend seeking to buy the merchandise at wholesale or at a discount.

Meanwhile the Nebraska legislature has amended a bill outlawing sale of machinery on which the serial number has been removed or defaced. Major appliances are excluded as it now stands, and only tractors and similar farm machinery are covered.

Air Conditioning, Equipment Firm Formed In Memphis

MEMPHIS—Formation of General Air Conditioning & Equipment Co. here has been announced by Malcolm R. Jackson, president.

Located at 1331 Union Ave. at Cleveland, the firm is a dealer in General Electric package cooling and heating units and a distributor for other companies in the refrigeration industry. It is incorporated and has been granted a charter by the state of Tennessee.

Jackson has been in the commercial refrigeration business for the past six years. For the last two years he has been connected with Carrier distributors.

Other company personnel includes J. P. Thornton and Robert M. Nelson, secretary. Thornton has had 10 years of experience in commercial refrigeration and air conditioning and was recently associated with Carrier and York distributors. Nelson has been a Memphis attorney for the past 25 years.

You sell more because you offer more with the...



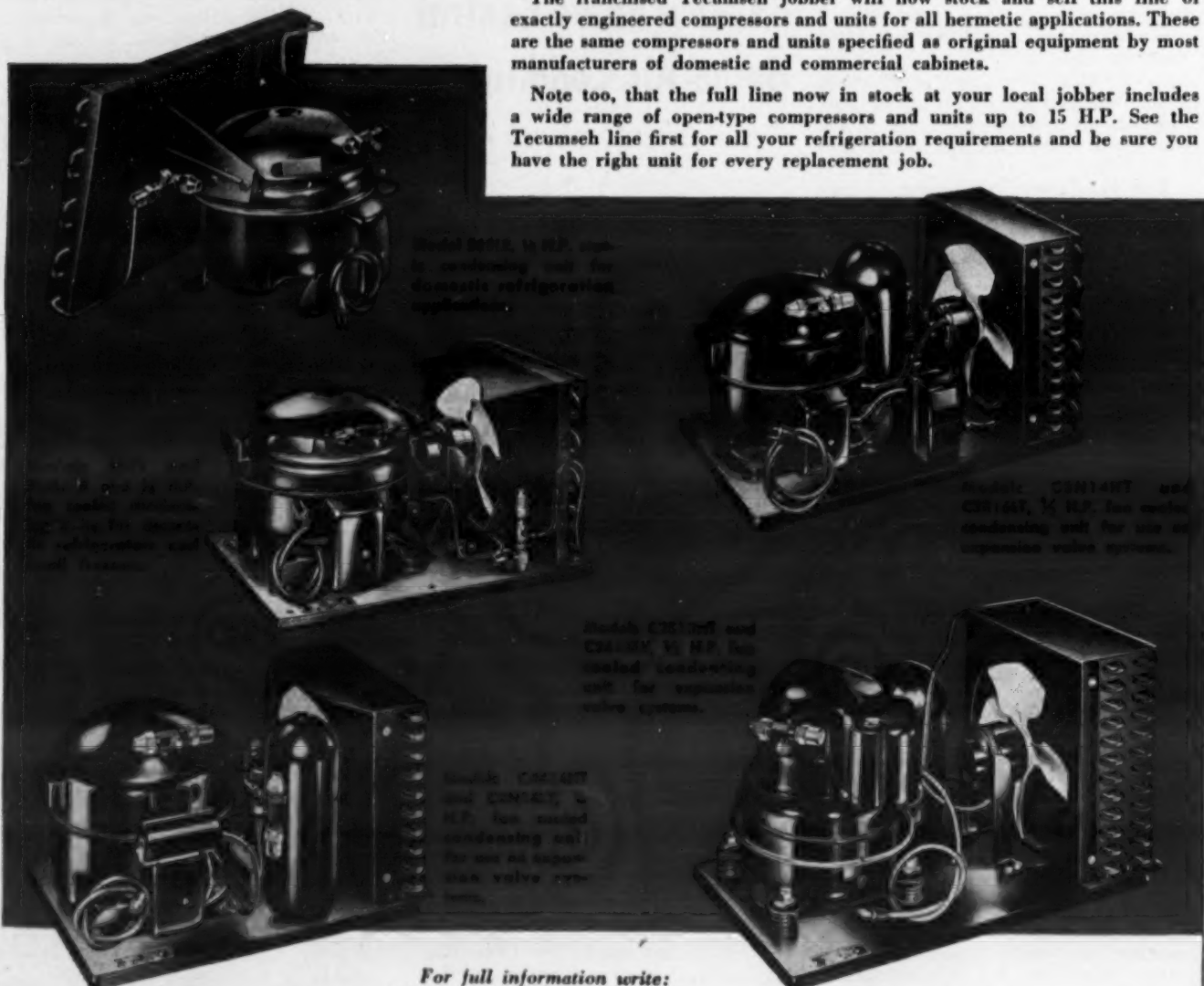
Tecumseh

Complete line of JOBBER HERMETICS

Now, for the first time, the entire line of Tecumseh hermetics for domestic and commercial applications from 1/4 H.P. to 1 1/2 H.P. is available to the jobber trade. With eleven million Tecumseh compressors in the field today, a complete line of replacement compressors spells added sales for you.

The franchised Tecumseh jobber will now stock and sell this line of exactly engineered compressors and units for all hermetic applications. These are the same compressors and units specified as original equipment by most manufacturers of domestic and commercial cabinets.

Note too, that the full line now in stock at your local jobber includes a wide range of open-type compressors and units up to 15 H.P. See the Tecumseh line first for all your refrigeration requirements and be sure you have the right unit for every replacement job.



For full information write:

TECUMSEH PRODUCTS

TECUMSEH, MICH.

Company

EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

The world's largest producer of condensing units for the refrigeration industry.



"JOB TAILORED" means money saved

• Your cold plate dollar goes further when you specify DEAN because you eliminate waste! You get a plate in the exact size you need... not one that is almost right, but a plate that accurately meets your specifications. You name the size—you name the shape... we make it!

You can have plates in zinc metalized steel, stainless steel and in other metals. You can get cylinders, U's, angles, tanks, etc., and also plates for baudelot-type coolers.

Using DEAN "job tailored" cold plates means dollars in your pocket on every job. Try them!

SEND FOR TECHNICAL DATA BOOK

Get the details on DEAN Cold Plates for ice cream cabinets, locker plants, soda fountains, farm milk coolers, farm freeze cabinets, low temperature test rooms, frosted food refrigerators, window displays, food counters, refrigerated transportation and subzero applications for industrial chilling.

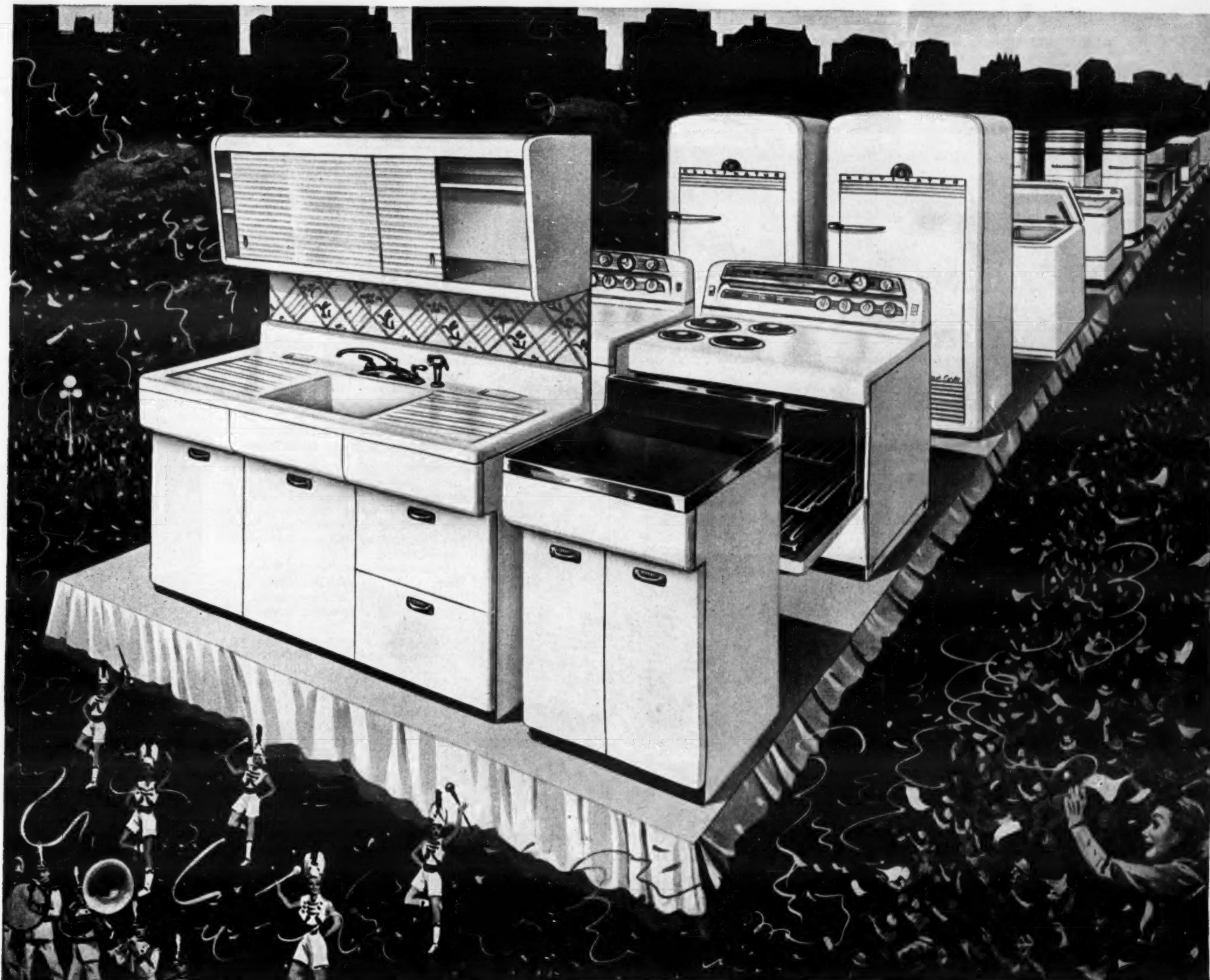
DEAN
COLD PLATES

ANY SIZE
ANY SHAPE
MOST METALS

DEAN

PRODUCTS, INCORPORATED
1042 DEAN ST., BROOKLYN 16, N.Y.

STerling 9-5400



Now! The Kelvinator Parade Features Kitchen Cabinets and Sinks!

HERE THEY ARE—the most kitchen-glorifying cabinets and sinks on the market! A complete new line! A completely flexible line, with the right sizes, features, and accessories to make any kitchen a *show kitchen*!

Here are products—and a theme—that tie right in with the booming “Do It Yourself” trend among American homemakers. For Kelvinator cabinets can be *installed* by the customer, with great savings in money!

Whether it's an old home being remodeled, a new home being built, or simply the addition of a cabinet, Kelvinator cabinets and

sinks offer the retailer an opportunity to attract more customers, to increase store traffic, and to make sales of more Kelvinator products up and down the line.

Furthermore, this is only *one* among many opportunities offered to retailers this year with a greatly expanded Kelvinator line. All these new Kelvinator products, plus the Franchise that assures progress and opportunity, mean better business for Kelvinator retailers everywhere! If you would like the complete Kelvinator story as it applies to you, we'll be glad to give you the facts . . . *in confidence*.

JOIN THE **Kelvinator** PARADE TO BETTER BUSINESS!

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan



REFRIGERATORS • RANGES • FREEZERS • HOME LAUNDRY EQUIPMENT • WATER HEATERS • DEHUMIDIFIERS • KITCHEN CABINETS • SINKS • “ELECTRO-DRAIN” GARBAGE DISPOSERS • ROOM AIR CONDITIONERS

Today's Best Sellers!

Cunningham

Frozen Food
Dairy Products
Ice Cream
Fresh Vegetables

Display Cabinets



● Pictured, Our New 1953 Model, 16 Cubic foot, quadruple Thermopane glass front, Frozen Food Cabinet.

Cunningham Cabinets

are

Designed and priced for the market where you can make sales every day.

Write for our 1953 Catalog and the "Cunningham Sales Plan."

Cunningham Products Company
8790 Grinnell • Detroit 13, Mich.

Room Cooler Forecast

(Concluded from Page 1, Column 5)

at which marketing, engineering, and manufacturing problems were discussed.

Non-association members were invited to participate in the ACRMA program for developing the industry so as to give the maximum benefits to users of room air conditioners.

In addition to the 12 member companies of the section, representatives of more than 25 non-members who expect to manufacture and market room air conditioner units this summer attended the meeting.

A discussion on the necessity of marketing statistics was led by J. A. Harlan, Frigidaire Div., General Motors, while W. L. McGrath, Carrier Corp., headed one on engineering standards.

That the public has accepted the idea of room air conditioning and that the person of average income can afford "this great benefit to health and comfort" are proven by the fact that room air conditioners are now the fastest growing major appliances, Laube said.

Despite rising sales the market today is only 2% saturated, he said, and this presents the industry with a tremendous opportunity and an equally big responsibility.

Shuman-York Chartered

CHARLOTTE, N. C. — Shuman-York Co., Charlotte, has obtained a state charter to deal in refrigeration machinery and equipment. Authorized capital stock is \$100,000. Incorporators: Ralph D. Finlayson, Jack U. Shuman, and Ruther Fletcher.

50 Stores Offer Charge Plan with Chicago Banks

CHICAGO — Some 50 smaller stores in the Chicago area will soon offer their customers a charge account service sponsored by three southside banks.

J. C. Gilliland, former general credit manager of Alden's, Inc. and now director of the new program, said 100 to 150 retailers are expected to be subscribing to the service before the end of the year.

Sponsoring banks are Pullman Trust & Savings Bank, Standard State Bank, and State Bank of Blue Island. Gilliland explained that the plan will operate as follows:

Consumers who desire to open a charge account with a participating store are to contact one of the banks, which will send them a questionnaire. If the person's credit is approved, the bank will mail her an embossed credit plate.

Each approved store will have a machine for imprinting the plate on charge slips. The store will deposit charge slips to its bank account and receive immediate cash credit for the amount of the sale, less bank charges. No extra charge is made to consumers for the service.

According to Gilliland, merchants in other cities have increased their sales by as much as 30% through this type of service.

Reed Refrigeration Gets Charter

MONROE, La. — Charter of incorporation has been granted Walter Reed Refrigeration, Inc., cooling and heating equipment, 209 Louisville Ave., listing capital stock of \$300,000.

Food Plan Dealers Get Warning--

(Concluded from Page 1, Column 3)

national plans, Peter R. Dorsey, temporary chairman of the group, declared:

"By the establishment of this association, which we must make a strong association, we can promote ethical practices, and we can promote the continued growth and prosperity of the food plan industry."

BANKS CAN'T OFFER 'NO RECOURSE' DEALS

The banker, George Friedel, assistant vice president of the Public National Bank, said that in general, banks would take all the paper they could handle. However, he pointed out, banks cannot now offer a "no recourse" deal because such deals have "backed up" on them.

Friedel asserted that banks only hurt the operator and themselves if they lower their standards.

"It may seem selfish on our part, as banks, to see that the dealer is protected on a recourse basis," he said, "but the get-rich-quick boys have forced the banks' present position."

"We have found some food plan dealers delivering an excellent first meat order and following it up with 'commercial' grade meat. We've had trouble this way and now we require performance bonds."

'ILLEGITIMATE' DEALERS FORCE BANKS' POSITION

"The same thing goes for the fantastic savings claims where customers have complained and the courts have found the banks aiding and abetting the illegitimate operator. We had to increase our reserve requirements."

Dealers were advised by Friedel to keep their operations clean, keep their claims on a legal basis, and refrain from overselling their freezers and food.

The group's proposed seal symbolizing adherence to FPDA's tentative code of standards was presented by Robert Corey, of Corey Farms, a food plan dealer who is a member of the steering committee. The seal was developed, he explained, for members to display to the public.

Proposed public relations and advertising programs also were presented.

5 SERVICES PLANNED BY ASSOCIATION

Alan A. Fishkin, of the Bressner Food Plan, listed five special services that the association planned to develop:

1. Group insurance for food plan customers.
2. Obtaining food sources for food plan customers who move to different parts of the country.
3. Information service on food, freezer, trucking, financing facilities.
4. Supplying members with government bulletins and regulations pertaining to the industry.
5. Combatting fraudulent employee practices.

Fishkin also reported that a standard salesman's contract had already been developed for use by members.

WHAT ABOUT DISCOUNT OPERATIONS

In a spirited open discussion period, members of the audience asked what the association planned to do about discount operations, food dealers selling freezers, financing regulations, and other problems of the industry.

Members of the steering committee insisted that these matters should properly be taken up at future meetings of the association, when the group had completed its organizing period.

Following discussion about the temporary nature of the association's proposed by-laws, eight new members were named to FPDA's steering committee. They are:

Dan Zissman, Quality Food Club,

Trenton, N. J.; Steven Sipos, Community Food Savings Plan, Queens; Dan Tucker, of Dan Tucker's Food Plan, Long Island City; Marvin Fish, Garden State Food Plan, Bloomfield, N. J.; Manny Snitken, Food Club of America, Brooklyn, N. Y.; Charles Fox, Hempco Economy Food Plan, Hempstead; Sid Lukas, NEC Food Club, Hempstead; and G. N. Hillman, Jersey Co-op Food Club, Orange, N. J.

First official membership meeting of the association was set for Feb. 18, the deadline for charter memberships in FPDA.

Rochester Firm Appointed Amana Freezer Distributor

ROCHESTER, N. Y. — Stanley Merchandising Co. here has been appointed distributor of Amana food freezers in nine counties in western New York state, it was announced by William F. Kern, Amana's regional sales manager.

Stanley will cover these counties for Amana: Monroe, Wayne, Livingston, Ontario, Seneca, Yates, Steuben, Schuyler, and Chemung.

The new freezer distributor is headed by Vincent J. Stanley, who established the firm a year ago after having covered the same area for Philco. Stanley said he hoped to double sales for Amana freezers.

20-Year Guarantee!

ON THE WETTED DECK SURFACE



HALSTEAD & MITCHELL COOLING TOWERS

2 to 100 tons

"Built like a Battleship"—economical, lastworthy. Pressure-treated wood in wetted deck surface guarantees against rotting or fungi growth. Stainless steel fan and shaft, plus individual cabinet coatings of Vinsynite, Vinyl Aluminum and chlorinated rubber, add important years of life.

Wholesalers in Principal Cities

Halstead & Mitchell

BESSEMER BLDG. PITTSBURGH 22, PA.

NEW Cross-Flo

HEAVY-DUTY DRIER-FILTER



THE MOST EFFICIENT EVER MADE!

Now 100% improved — and 100% foolproof with new fiberglass depth filter for increased filtering capacity — and new MOLDED Remcal Drying agent for increased moisture-absorbing capacity and improved efficiency. Also with silica gel. Capacities 1-1/2 thru 5 tons. Send for descriptive folder.

REMCO INCORPORATED ZELIENOPLE, PA.

ANACONDA QUALITY CAPILLARY TUBES:

Now custom-made to specific air-flow limits!

The true quality of every ANACONDA Capillary Tube is measured solely by its performance within specific mutually-agreed-upon air-flow limits. These limits alone are the base for production. ANACONDA Custom-Made Capillary Tube sizes are not confined to so-called standard inside diameters.

(1) To obtain the performance characteristics you require, simply submit your specifications or samples for the class of tube you need, cut if necessary to odd lengths, and which have the desired limits of air flow.

(2) From these we can readily determine the required correct nominal inside diameter and the overall toler-

ance for any given length to possess a flow capacity within the range of these samples. An optimum tube size and length may meet your requirements and show a saving in cost.

(3) As illustrated, your initial shipment will contain Master Reference Sample Tubes which have the maximum and minimum flow capacities agreed upon.

(4) Duplicate Master Reference Samples retained in our files are the means for assuring that every tube in all subsequent shipments will have air flow within the agreed-upon limits.

— ANACONDA Custom-Made Quality Capillary Tubes are made of both cop-

per and aluminum in nominal inside diameters from .005 in. to .090 in. For detailed information about these finely engineered tubes, write to The French Small Tube Branch, The American Brass Company, Waterbury 20, Connecticut. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario.

custom-made for precision

ANACONDA®

Quality Capillary Tubes

America's Complete Line of COMMERCIAL REFRIGERATORS

PINNACLE dealers make exceptionally BIG PROFITS . . . give customers what they want in design and construction and at competitive prices!

A few exclusive Pinnacle Territory Franchises are still available. Wire or write today for full information.

Pinnacle
EQUIPMENT CORPORATION
FLEETWOOD, PENNSYLVANIA
EXPORT DEPARTMENT—39 Broadway, New York.

- FULL VISION FREEZER CASES
- FULL VISION CASES
- DELICATESSEN CASES
- BUTCHER CASES
- BAKER CASES
- AND FREEZERS
- REACH-IN FREEZERS
- OPEN SELF-SERVICE
- REACH-IN BOXES
- WALL BOXES

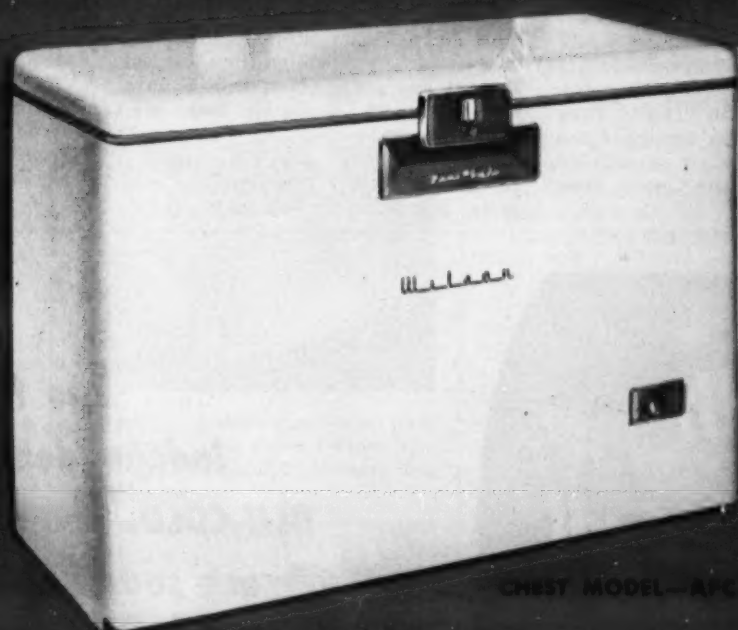
DISTRIBUTORS... DEALERS...
INVESTIGATE THESE SENSATIONAL

WILSON FREEZERS **FOR 1953**

**COMPLETELY RESTYLED FOR
 NEW BEAUTY, NEW EFFICIENCY
 WILSON ZERO°SAFE FREEZERS for 1953**



UPRIGHT MODEL—AF-150



CHEST MODEL—AFC-150

Upright Models
 AF-150—15.68 cu. ft.
 AF-200—20.6 cu. ft.
 AF-250—25.22 cu. ft.

Chest Models
 AFC-150—15.24 cu. ft.
 AFC-190—19.61 cu. ft.
 AFC-240—23.33 cu. ft.

AMERICA'S MOST BEAUTIFUL FREEZERS

If you're looking for a line of freezers to round out your present lines of appliances—look into Wilson. You've never seen such good-looking, such saleable freezers as these. And, as for the Wilson Franchise... read the facts below and judge for yourself.

WILSON FREEZER FEATURES

- **NEW, SPACE-SAVING DESIGNS**... Sleek, clean-cut, blended radius designs. Welded steel construction.
- **NEW COLOR STYLING**... Beautiful blue and gold color trim to highlight the gleaming Dulux finish.
- **NEW POPULAR SIZES**... A complete line of both chests and uprights. 6 popular models to meet every need.
- **NEW CONVENIENCE**... Every feature a freezer can have... compartmented interiors, separate freezing sections, juice pockets, temperature control, signal lights.
- **NEW EFFICIENCY**... Advanced engineering and construction give new efficiency, peak performance, low operating costs.
- **NEW COMPETITIVE PRICE**... New value... more value than ever before.

WILSON FRANCHISE FEATURES

- **EXCLUSIVE TERRITORY**... Yours alone... and large enough to insure a steady growing business.
- **QUALITY MERCHANDISE**... By a "known" maker... the pioneer in upright freezers.
- **GOOD PROFIT**... A really worth-while mark-up.
- **FREEZERS ONLY**... No conflicting side-lines, no tag-a-long products.
- **POWERFUL ADVERTISING SUPPORT**... In leading magazines—directed to your best prospects.
- **HARD-SELL LOCAL ADVERTISING**... A complete cooperative campaign for newspapers, radio, television.
- **BUSINESS-BUILDING LITERATURE**... Direct mail pieces, folders, broad-sides, catalog sheets, display pieces.
- **NATION-WIDE FINANCE PLAN**... (through CCC) to "untie" your cash investment.



REFRIGERATION, INC.

101 GLENWOOD AVENUE, SMYRNA, DELAWARE

America's first makers of upright home freezers

HOME FREEZERS • FARM MILK COOLERS • COMMERCIAL REFRIGERATORS

LOOK INTO THE WILSON FRANCHISE ARRANGEMENT TODAY.
 Write, wire, or phone for complete details and availabilities.

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

Initial cost, it has been estimated, should be no more than that of a dehumidifier—when volume production gets under way.

"Dope" first heard about this "reverse cycle" water heater on a visit to Tecumseh more than a year ago. Messrs. Smith, Brown, Touborg, and Herreck were "high" on it even then. Now, it would appear, specialty dealers in our industry soon may have something new and exciting to sell.

Sour Notes on Human Foibles

Aside from behavior in department stores and some business offices, human nature probably shows up worst on street cars, trains, and other public conveyances.

Having spent many years trying to be a "good guy" on buses, etc., "Dope" deplores the following typical scoundrels:

(1) *Pushers.* Cannot wait to get aboard. They shove, step on toes, and crowd out cripples and old ladies.

(2) *Front-door standers.* Flocking around the fare box in crowds, they won't move back, even though there may be vacant seats or breathable standing room in the rear. How stupid can they get?

(3) *Aisle-blockers.* Standing with feet apart, crossway and cross, they won't budge for anybody. Maybe they're tired of it all. More likely they have a grudge-clip on their shoulders, and want to take it out on anybody handy.

(4) *Impatient-to-get-outers.* Restlessly they try to get out before it's possible, and before anyone else can. This odd phenomenon is noted on railroads especially. Half an hour before a train is due in the station dozens of travelers jam the aisles. Standing up uncomfortably, they make themselves miserable, and fellow passengers angry.

Can anyone tell us why? It's much more sensible to sit and wait until time for an orderly departure. Nor does one lose time by being polite and patient.

Thus mourneth men who must travel for a living.

Message from Jim Nance

Our nation's high standard of living has arisen because producers have SOLD customers, James J. Nance, new president of the Packard Motor Car Co., avows. (Mr. Nance is well known to our industry as a former Frigidaire and Hotpoint executive.)

It is unfortunate that too many present salesmen have had experience only in the post-war period of "suspended enterprise," he adds. Ever since 1945 customers have had to wait for many things they wanted. Thus it has come about that a post-war crop of salesmen has been spoiled.

"With a large share of current production going into defense projects, our capacity to make things

will have grown far beyond shortage proportions when factories can go all out on civilian goods," Mr. Nance continues.

"It is difficult to arouse interest in salesmanship when there is no immediate need for it. Yet, to keep tomorrow's industrial production at levels which can exploit our nation's expanded facilities, thousands more salesmen must be recruited and trained sensibly."

The question is not one of finding young men and women who are willing to enter the marketing profession, he believes. The problem is convincing them that they'll be needed and rewarded commensurately.

Distribution activities today do not have the urgency of technical activities. But with the return of a free civilian economy, a prime national need will be a new group—professionally trained in arts of salesmanship—to solarize benefits of an expanded industry to everyone. Mr. Nance is working within his own organization to achieve that goal.

Verse of the Week

Oh, many be the hearts that growl,
And heavy hearts that groan;
And hearts that cry as years steal by,
And lonely hearts that moan;
But like the lark on distant wing,
Be mine a heart that's learned to sing!

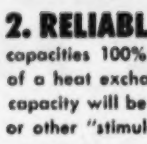
Oh, many be the hearts that shriek
Their hatreds. Many, too,
That cannot wait to curse their fate,
And hearts that bark at you.
To only one small hope I cling—
That MY heart shall forever sing!

—ROSCOE GILMORE SCOTT.

The fastest growing independent line is Lehigh BLU-COLD. The reasons for this are sound as the line itself.



1. A COMPLETE LINE The Lehigh wholesaler can meet every demand of the dealer. The user has the widest choice of units or complete systems.



2. RELIABLE RATINGS Lehigh BLU-COLD rates capacities 100% by ASRE standards — without the use of a heat exchanger. This is a guarantee that the rated capacity will be delivered on the job without sub-cooling or other "stimulant"



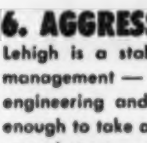
3. HONESTLY HEAVY-DUTY Lehigh units from 1/3 H.P. thru 5 H.P., cataloged as HEAVY-DUTY, are really heavy-duty. Not just by name, but by construction. This includes such heavy-duty features as: REMOVABLE CYLINDER BLOCKS, COMPRESSION AND OIL RINGS, FULL LENGTH CONDENSERS, LARGE PUMP-DOWN CAPACITY RECEIVERS, ADJUSTABLE MOTOR RAILS, SPECIALLY DESIGNED MALLEABLE IRON BASES, etc. (Write for Bulletin H.D.)



4. INTERCHANGEABLE PARTS Lehigh units have the greatest parts interchangeability. Two sets of parts cover all units from 1/3 thru 5 H.P. Reduces inventory — simplifies service — reduces investment.



5. BASIC MATERIALS CONTROL The big, modern all-electric Lehigh foundry produces the finest close grained grey iron castings for BLU-COLD compressors. Lehigh makes more of the components that go into a unit than the majority of refrigeration manufacturers. We pass this advantage to you in many ways.



6. AGGRESSIVE, CAPABLE MANAGEMENT Lehigh is a stable company, young in spirit, aggressive in management — and with an understanding of down-to-earth engineering and selling problems. A company that is small enough to take a personal interest in every customer and large enough to carry out full scale development and engineering programs.

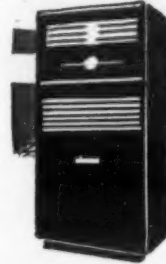
If you sell or use refrigeration — it will pay you to know Lehigh better!

Lehigh BLU-COLD
CONDENSING UNITS and SYSTEMS

Lehigh Manufacturing Co., Lancaster, Pa.
Division of Lehigh Foundries, Inc.

See your Lehigh jobber for
PAR
REPLACEMENT PARTS

Manufacturers of Malleable and Grey Iron Castings • Refrigerating Equipment • Air Valves • Automatic Vending Machines



AIR CONDITIONING (Year-Round Residential)

Same Air Flow Rate Can Be Used for Summer, Winter Systems, Study Reveals

CHICAGO—Residential air conditioning can be simplified.

There's no need to provide different rates of air flow for summer and winter operation, according to Prof. S. F. Gilman of the University of Illinois.

The same air delivery used in summer can be employed successfully in winter, Prof. Gilman told the American Society of Heating & Ventilating Engineers at its 59th annual meeting here, reporting on a research project carried out with H. E. Straub of the university, A. E. Hershey of Westinghouse, and R. B. Engdahl of Battelle Memorial Institute.

In fact, the increased air delivery in winter can give better heat distribution, he indicated.

Although engineering methods have been developed for designing winter heating systems and summer cooling systems for residences, the combining of the cooling and heating operations into a year-round air conditioning system presents several problems, and the rapidly accelerating rate at which year-round air conditioning is being installed in residences emphasizes the need for air distribution research, Prof. Gilman explained.

The research project dealt with air supply outlets at one high side-wall location. With several types and sizes of outlets, studies of room air distribution in a test room were made under both summer cooling and winter heating conditions. The effect of varying the flow rate and velocity of the supply air, the type and deflection setting of the supply outlet, and the location of the return air intake were studied.

Test results indicated that an increase in the amount of air being circulated during winter heating (as

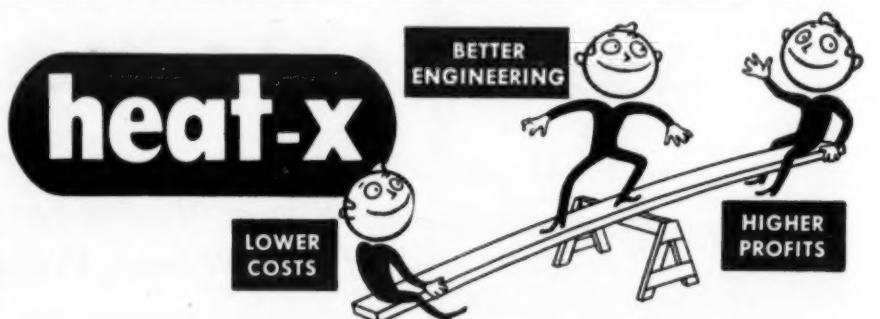
the result of using the same amount as employed in summer cooling) caused a decrease in temperature variations within the room but did not cause excessive air motion in the occupied zone. This fact, it appears, might make it possible to successfully use the same air flow rate for year-round air conditioning.

The research also led to the conclusions that free openings were unsatisfactory as high side-wall supply outlets for summer cooling; the location of the return air intake had only a localized effect on the room air distribution; at the same outlet velocity, the air motion in the occupied zone was much greater during cooling operation than during heating; vertical temperature variations in the occupied zone during cooling were generally about 1° F., whereas they ranged between 10° and 20° during heating; vertical-vane settings of the supply outlets had a great influence on air distribution during cooling, but only a small influence during heating; and horizontal-vane settings of the supply outlets affected the air distribution during cooling but not during heating.

Gulf-York, Inc. Appoints Schully Chief Engineer

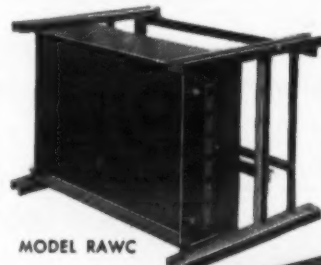
NEW ORLEANS—Gulf-York, Inc., here, local distributor of York air conditioning, announces the appointment of O. Foerster Schully as chief engineer for the firm.

Schully received his bachelor of science degree in mechanical engineering at Louisiana State university. After service in World War II he was employed by Cary B. Gamble & Associates before being recalled to active duty as installations engineer.



Keep the see-saw balanced in your favor . . . let Heat-X equipment help to keep your costs down, your profits up. Heavy duty refrigeration and air conditioning equipment generally means heavy installation and operating costs. Smart refrigeration engineers (and salesmen) know these points are important in comparing the economies of one system to another.

The Heat-X water cooled condensers and combination air-and-water cooled units provide a high level efficiency independent of summer weather peaks.



Shell-and-coil condenser-receivers are constructed of seamless steel tubing with ample cooling coils generously sized for efficient performance. Investigate these Heat-X products — you'll be glad you did.

WRITE DEPT. AC
FOR SPECIFICATION SHEETS

THE HEAT-X-CHANGER CO., INC.
BREWSTER, NEW YORK

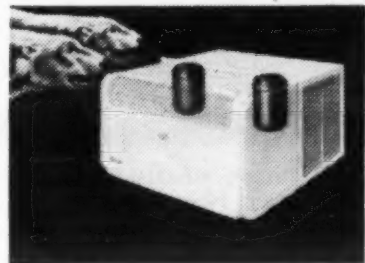
EXCLUSIVE "GREAT CIRCLE COOLING" TO REVOLUTIONIZE AIR CONDITIONER SALES



Exclusive "Great Circle Cooling" packs a sales-winning punch that's hard to beat . . . that gives Frigidaire dealers the inside track for the tremendous air conditioning boom that lies just ahead. Here is how this exclusive up-and-around circulation will be dramatized for your customers . . . will show them how Frigidaire provides cooling, dehumidifying, filtering, circulation, ventilation, and stale air removal the right way, the healthy way, the one and only FRIGIDAIRE way!

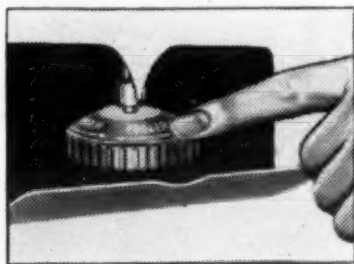
SENSATIONAL FEATURES FOR EXCLUSIVE SALES ADVANTAGES

Twin Meter-Miser units, in larger models, offer Exclusive Selective Cooling. This important Frigidaire feature brings new flexibility and real economy to Room Air Conditioners. Only one Meter-Miser operates on moderate days, performing all air conditioning functions, including continuous dehumidification, at reduced operating cost. Both units can be put into action to double cooling power on real "scorchers."



Automatic Selective Cooling. Available on the "Twin" models, giving you a chance to "trade up" the customer who wants the finest in air conditioning at its care-free best. Set it . . . forget it! Thermostatic control cuts out one Meter-Miser on mild days to provide complete conditioning at lowest possible operating cost.

When temperatures soar, second Meter-Miser cuts back in automatically to double cooling power.



Full-width Filter and Reserve Capacity Cooling Coil. Every Frigidaire Room Air Conditioner has a full-width, full-height, filter that covers the entire front of the unit to really take out dirt, dust and pollen. Extra large cooling coil has ample cooling and dehumidifying surface.



Frigidaire
Room Air Conditioners

Frigidaire Division of General Motors, Dayton 1, Ohio

Frigidaire's New Selling Theme Dramatizes Up-And-Around Circulation On All Room Air Conditioner Models

Frigidaire sets a new standard of perfect room air conditioner performance . . . and tells the world about it . . . to surge even farther to the front in the zooming, profit-loaded market for this exciting product.

Here comes "Great Circle Cooling" to tell a powerful, dynamic story about Frigidaire's advanced method of air flow and what it means in terms of true, complete summer comfort for homes, offices, hotels and motels

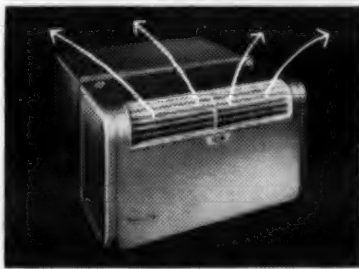
across the nation. Here is the hard-hitting selling and advertising theme that promises the consumer exactly what he is looking for, and—teamed up with a product that can deliver that promise—offers you the greatest profit opportunity in room air conditioning history.

Gently Enfolds in Crisp, Cool Comfort

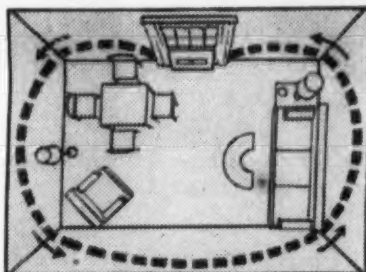
Frigidaire's scientific air distribution assures true "complete room" comfort. No warm, moist "pockets," no layers of static air.

In magazines and newspapers, over radio and TV, Frigidaire advertising will be spelling out this message of "Great Circle Cooling" for your customers . . . simply, clearly, yet with tremendous dramatic impact.

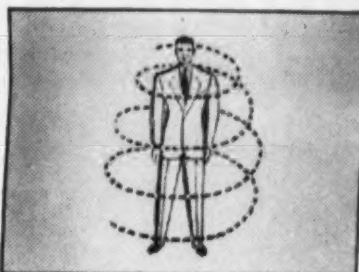
It's the biggest reason of all why Frigidaire Room Air Conditioners are the line for leadership in '53 . . . why the Frigidaire franchise will again be the most valuable, coast-to-coast, in the entire industry.



UP and out above head level goes the crisp, cool, dry air from the exclusive Frigidaire Quadra-Flo air distributor.

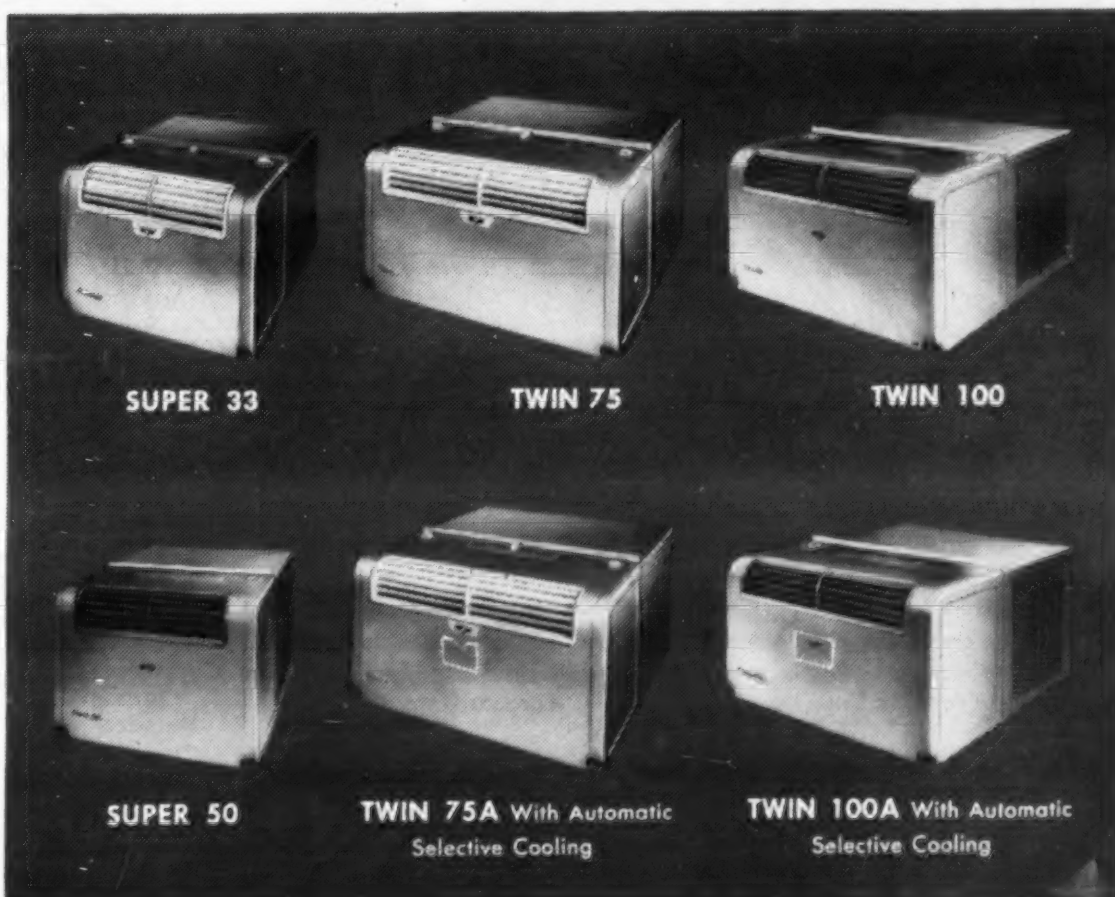


AND AROUND to circulate in to every nook and cranny, to blanket the entire room, every corner, with cool, dry air.



TO SURROUND and gently enfold every person with refreshing, stimulating, constant, head-to-toe healthful comfort.

NEW LOW PRICE SUPER 33 SPEARHEADS MOST COMPLETE AND COMPETITIVE LINE EVER OFFERED BY FRIGIDAIRE



Here's the all-star line-up that's made to order for homes, apartments, offices, small stores, hotels, motels, hospitals, etc. Each and every one features all-steel, style-winning cabinets, full-width cooling coil and condenser, special stale air exhaust, whis-

per quiet blower-type fan, easy installation without ducts or plumbing, and famous Meter-Miser compressors with a General Motors 5-Year Warranty. And each is priced to sell and sell fast . . . priced for continued leadership in your market area!

25-Year-Veteran of Commercial Selling Offers Sales Course

CHICAGO—A five-day, personally-conducted sales course on how to sell store fixtures and trade at a profit is now being offered to dealers by John Farrell which is located in Chicago.

Farrell, who has had over 25 years' experience in direct field selling, claims the course will enable salesmen to earn from \$10,000 to \$20,000 a year under his new method of selling "that practically eliminates all trade-ins."

In announcing the course Farrell said: "The question has been asked, 'Where can we get qualified salesmen to sell this highly-competitive item without giving all the profit for old trade-ins which have no resale value?'"

"The answer is that men must be trained with a complete knowledge of construction, refrigeration, how to lay out a modern store, how to make the right approach, and how to appraise the value of old fixtures."

"Without this knowledge, the salesman has to trade his profit for old fixtures in order to meet tough competition before a sale can be made. This kind of selling shows little or no profit to the dealer and this class of salesman never advances beyond the 'bird dog' class of draw against commission."

Information on the course may be obtained from Farrell at 8019 Ellis Ave., Chicago 19, Ill.

For Neighborhood Shops, Too

Bakers Hear Why Sub-Zero Refrigerators Offer Best Opportunity To Increase Profit

CINCINNATI—The brightest future for the retail baker who is looking to increase profits, less working hours, and lower operation cost, lies in sub-zero refrigeration, according to Paul R. Stewart, executive of the C. Schmidt Co., speaking at a recent Kentucky Master Bakers' Association convention here.

Discussing low temperature freezing and its advantages, Stewart reported that he had traveled over 22 states to visit 150 bakers which are successfully using sub-zero refrigeration of one type or another. Included were not only bakers who are marketing sharp-frozen baked goods, but standard "neighborhood" retail bakeries, which have found much benefit from reach-in boxes, sub-zero lockers, or merely home freezer-types of refrigeration.

The advantages of such refrigeration, Stewart reports, are the virtual elimination of "stales" which must be sold at a profitless figure or thrown away and the improvement in labor conditions and working hours by making possible less night work. Also noted were increased sales and profits which are being accomplished through maintaining a stock of needed bakery goods against unforeseen rushes. In every one of the 150 bakeries visited, Stewart observed that the baker had swiftly paid off the cost of his refrigeration equipment in additional sales, and that in almost every case, the baker was

able to amplify his selection for the public.

"For one thing, the baker can produce such specialty items as health breads and salt-rising bread, simply by sharp-freezing it to be held for sale as needed," he said. "Previously, the limited number of sales on such long-profit baked goods would have made such products impractical. Even delicate, decorated birthday cakes, wedding cakes, and other ceremonial types may now be made up in advance, ready for everything but the personalized inscription. Larger quantities of various items can be produced at lower cost and held for sale as required."

There is a need for standardization in the use of refrigeration in the retail bakery, Stewart added. He emphasized that in all of his travels, he seldom found any two bakers using freezers in exactly the same way, but definitely that the equipment is a tool which the baker can use according to his own particular problems.

Measured in terms of dollars-and-cents economy, "walk-in boxes" of sufficient size to store an entire week's production of baked goods, have proven the best investment, Stewart added.

Publishes New Price List

CHICAGO—Rotary Seal Co. announced recently that it has published a new stock and resale price list.

Commercial Refrigeration

Studies Reveal Proper Technique In Cooling Soups for Storage

COLUMBUS, Ohio—Proof that it is beneficial to cool hot soups for storage as soon as possible after preparation has been found in a series of experiments by the food service management of Ohio State university.

The series of experiments was designed to determine the cooling rates of various hot foods, and the effect of immediate cooling on quality, bacteria content, and palatability.

Using chicken broth, for example, the experimenters found that while it is, of course, possible to begin the refrigeration process while the hot liquid is at preparation temperature, a smoother, more uniform job can be obtained by pre-cooling soup at room temperature for approximately 30 minutes. After 30 minutes of such pre-cooling, the interior mass of the soup cooled far more rapidly with maximum retention of flavor and no souring or spoilage.

Whether the large-scale food user, such as restaurants, hospitals, and industrial plant cafeterias, begins freezing as soon as the soup can be transferred from kettle to refrigerator, is largely a matter of economics, Ohio State university officials point out. Naturally, transferring hot foods directly to a refrigerator means that the refrigeration capacity of the unit will be taxed, and that costs will be higher. Half an hour of pre-cooling will, of course, eliminate a large part of this. However, immediate refrigeration, it is cited, substantially lowers bacteria count, eliminates contamination, possible spoilage, and does away entirely with toxins.

In experimenting with chicken broth, it was determined that the rate of interior cooling or movement of the solidification process through to the center of the container depended upon the shape of the container and the temperature of the refrigerator.

New England Market To Claim Largest Display Of Self-Serve Meats

SOMERSET, Mass.—In mid-March, Shore's Supermarket here will open what the concern believes will be a unique supermarket operation—a separate self-service meat market.

Located in a building some 200 ft. from the supermarket, the meat market will offer pre-packaged meats in a 3,000-sq. ft. selling area containing about 230 ft. of counters. The market will have an additional 3,000 sq. ft. of storage space.

Prices of the beef, lamb, poultry, and other items to be sold in the market will be priced 10 to 30 cents a pound lower than products offered at the supermarket, which will continue to sell quality meats, according to Jacob Shore, president.

Purpose of the meat market, Shore said, is to attract a large lower-income group into his supermarket without lowering the quality of the products offered there. He expects shoppers at the meat market, to be called Meat Wonderland, will purchase groceries and produce at the supermarket. There will be parking space for 500 cars between the two buildings.

H. B. Carey Retires as Head of Hartford Firm

HARTFORD, Conn. — H. Bissell Carey has retired as president of Automatic Refrigerating Co. here after holding the post for the past 27 years. He will continue with the firm as a consultant.

Succeeding him is his brother, Harold D. Carey, who has been vice president for the past seven years. Leroy C. Roberts, formerly chief engineer, has been elected vice president to succeed Harold Carey.

The firm offers engineering and contracting services.

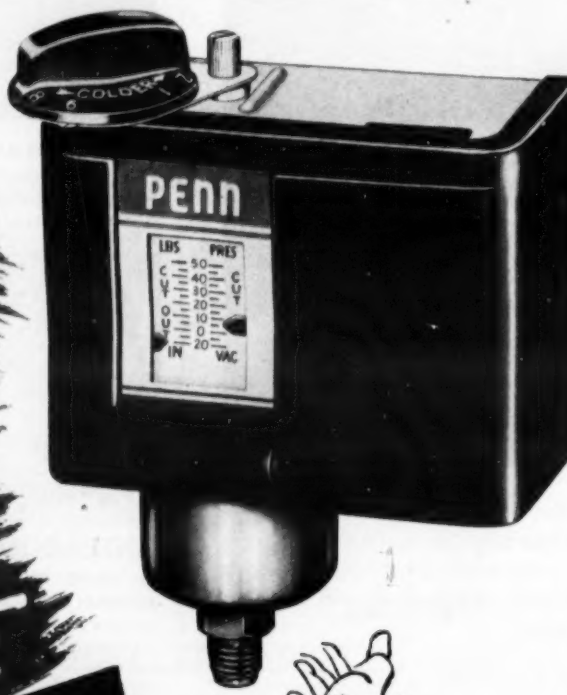
SNAPFLEX

CONTACT ACTION

makes **PENN**

FIRST CHOICE

among refrigeration men



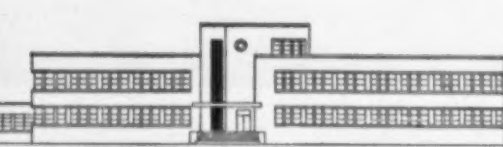
Recently introduced, the new PENN single-pole refrigeration control is winning the enthusiastic acclaim of refrigeration men everywhere. And, one of the big reasons is SNAPFLEX contact action!

Only PENN has this exclusive contact structure which provides "roll-wipe-snap" action on closing and opening. Result? No bounce... no closing arc... no welding of contacts. What does this mean

to you? Longer life and better performance than any other single pole control available!

Learn more about this new Series 270 low-priced, single-pole control. Ask your wholesaler or write Penn Controls, Inc., Goshen, Indiana. Export Division: 13 E. 40th Street, New York 16, N. Y., U. S. A. In Canada: Penn Controls Limited, Toronto, Ontario.

PENN



AUTOMATIC CONTROLS

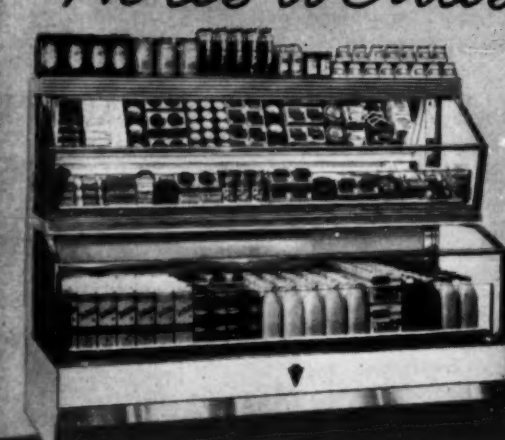
FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR-COMPRESSORS, ENGINES

Here's a Sales Maker

for You... for Your Customers-

The New VIKING CASE

for Dairy Products or Fresh Meats



This new case has all the features your customers want in an open-type, self-service case. Famous Norsair® cooling assures proper temperatures and humidity... is easily regulated for refrigeration of dairy products or meats... at minimum operating cost. The compact, spacious case comes in two or three deck models and in six and ten foot lengths. Extensible. Sparkling porcelain interior and exterior, gleaming mirrors, fluorescent lighting, double glass front and ends provide eye-appealing display.

To sell more, sell Viking. Inquire today about a Viking franchise. *Pat. No. 2,466,286

Mail Coupon TODAY

VIKING REFRIGERATORS, INC.
7500 Wilson Avenue
Kansas City 3, Missouri

☐ Send me more information about Viking's new No. 1006-D & M and No. 1010-D & M Case.

☐ Tell me about the availability of a Viking franchise in my area.

Name _____
Firm _____
Address _____
City _____ State _____

VIKING REFRIGERATORS, INC.
7500 Wilson Ave., Kansas City 3, Mo.

FITS SNUG

on the sill, takes no space in the room



CARRIER

Looks different! Feels different! Sounds different!

The new 1953 Carrier Room Air Conditioner scraps all previous conceptions. It's completely new, completely different, the last word in room air conditioners.

It looks different! The new Carrier mounts flush with the sill, takes no space in the room, won't interfere with curtains or drapes. There are no vents on the top, bottom or sides... so the new Carrier can come as far in or go as far out of the room as you wish. And it installs in a dozen new and different ways, as well!

It feels different! The Carrier won't hit you in the face with a clammy blast of air. Instead, it gently circulates air that's cooler, drier, more absorbent—

because it cools, filters and dehumidifies... on the way in and on the way out.

It sounds different! The new Carrier runs so quietly you can hardly hear it. Moving parts are precisely balanced, ride in rubber. The entire cabinet is insulated all the way round. And an exclusive sound-trap grille design keeps noise out.

Yes, the new 1953 Carrier is the last word in room air conditioners! And it's bound to be first in sales! So make a name for yourself in air conditioning with Carrier—first name in air conditioning. Sell Carrier with the differences you can see, feel and hear!

CARRIER CORPORATION

310 S. Geddes Street, Syracuse, New York

I want to sell that sensational new Carrier Room Air Conditioner. Please send the name of my nearest Carrier distributor.

Name _____

Street _____

City _____ State _____

Studies Show Aluminum Air Ducts Have Less Resistance

CHICAGO — Aluminum ducts of standard construction present less frictional resistance than does the conventional galvanized sheet metal duct, according to Prof. F. W. Hutchinson of the University of California.

At the 59th annual meeting of the American Society of Heating and Ventilating Engineers here Prof. Hutchinson reported on limited experimental work which confirmed the roughness factor currently used for galvanized iron ducts and developed more comprehensive experimental results on aluminum ducts.

These should lead to the establishing of precise correction factors to use with the friction charts in the ASHVE Guide when employing aluminum ducts, it was indicated.

Advantage of aluminum ducts, Prof. Hutchinson said, increases with the air velocity, and at high velocities the size of an aluminum duct for fixed volume of air handled would be approximately 10% less than the size required for a galvanized iron duct.

Although the present Guide includes a graphical means of applying a correction factor to its charts on conventional ducts, it is sometimes difficult to apply the factors because the absolute roughness of the proposed duct material may not be known and a comparative estimate of the roughness may be very difficult, it was pointed out to explain the need for this additional research on aluminum.

Adequate data is not available for determining the possible increase of absolute roughness of aluminum with diameter, Prof. Hutchinson also pointed out. Certain theoretical considerations, however, suggest that a slight increase may be expected.

With round duct and slip joints the roughness responsible for loss of head is of two kinds: (1) roughness of the material of which the duct is constructed and (2) roughness due to discontinuities of the internal surface of each joint. These two types of roughness superimpose and combine to establish the experimentally determined "absolute roughness."

The roughness of the material would be expected to remain constant, but, Prof. Hutchinson said, the joint roughness might well vary as a function of diameter.

Airtemp Appoints Nash Merchandising Manager

DAYTON—E. A. Nash has been elevated to the post of merchandising manager of the Chrysler Airtemp Div. of the Chrysler Corp., it was announced by J. F. Knoff, Airtemp vice president and general sales manager.



E. A. Nash

Airtemp Sales Corp.

He will coordinate Chrysler Airtemp's expanded advertising, sales promotion, sales training, and publicity programs.

At the same time Knoff announced that J. G. Kehoe will replace Nash as sales training manager. Kehoe has held sales and personnel positions with Chrysler in Detroit, Evansville, Ind., and Dayton since joining the corporation in 1941.

Recently he has been director of personnel training for the Airtemp range finder production program.

A. C. Uses, Sales Methods Studied at Kathabar Parley

TOLEDO—Newest sales techniques and applications of air conditioning equipment were described at the two-day national sales meeting held here recently by the Kathabar Air Conditioning Div. of Surface Combustion Corp.

Approximately 40 men from all parts of the U. S. and Canada attended the meeting, which was conducted at the Commodore Perry hotel. Featured speakers were Drs. A. N. Solberg and Harold Shaffer of Toledo university and C. B. Phillips and W. M. Hepburn, sales and engineering vice presidents of Surface Combustion.

Assisting F. M. Johnson, sales manager of the Kathabar Div., with the program were G. A. Kelley, D. M. Valentine, W. N. Fitzcharles, H. E. Rahm, R. C. Wayne, R. K. Melick, and E. A. Windham from the Toledo headquarters.

Ferber Ball-Point Pen Plans To Air Condition Its New Jersey Plant

ENGLEWOOD, N. J.—The new building of the Ferber Ball-Point Pen Co. here will be air conditioned by the Comfortair Co. of Hackensack, N. J. The plant will be of cinder block, with brick facing and will have separate production and office sections.

According to Frank Hudick, president of Comfortair, two separate air conditioning units will be used to take care of air handling in the 130 by 130-ft. plant.

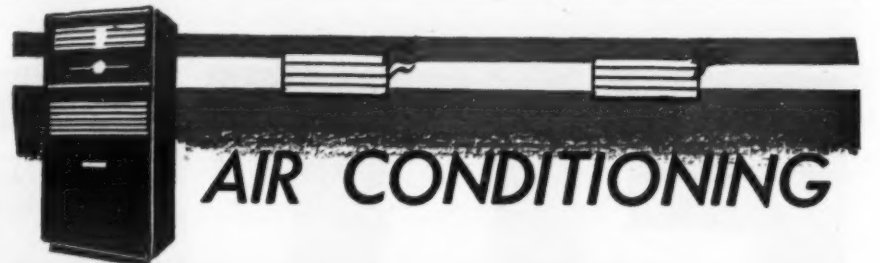
One will serve the factory area, with zoning to production spaces, and the other will be used for the office portion of the plant.

The air change planned for the plant calls for the complete turnover of air eight times each hour. To accomplish this, the factory area will be served by exhaust fans with a capacity of 18,000 c.f.m. and the office fans will have a capacity of 3,500 c.f.m.

A 200-ft. well will provide water for the cooling process. The water will be delivered to the coils of the cooling systems at a temperature of 53°.

There are provisions for supplementary cooling by use of a roof spray system that will use waste water after it passes through the coils.

For heating, an oil-fired steam generator will be used. There will be adjustable diffusers in the ceilings of the plant for heating as well as cooling.



NARGUS Members Set To Spend \$280 Million on New Fixtures, Equipment; 4,000 Plan on Air Conditioning

CHICAGO—More than 4,000 members of the National Association of Retail Grocers plan to install air conditioning equipment this year, nearly twice the number interested in air conditioning only two years ago, according to *National Grocers Bulletin*.

Reporting results of its fourth annual poll of 60,000 NARGUS members, the publication also said that more than \$280,000,000 is scheduled to be spent for new fixtures and equipment, with 36,000 members investing \$7,800 each in store modernization.

Specific items are headed by frozen food cases. Other items high on the lists are lighting, flooring, gondolas and shelving, dairy refrigerators, shopping carts, and checkout equipment.

The poll further revealed that 4,200 members will build new food stores during 1953 in an \$803,000,000 modernization and building program that will top all previous years.

Specific plans of retailers are presented in the February issue of the *Bulletin*, official publication of NARGUS, which features its annual "Modern Stores Section" with stories

and illustrations of new store buildings and remodeling improvements.

The seven out of every 100 members who are planning entire new buildings expect to spend \$81,000 for each building, totaling \$340,000,000. Approximately 20,400 members plan to spend \$8,939 each during 1953 to improve their present structures or parking lots. The total bill for this modernization will be over \$182,000,000.

The article points out that nearly half of all the grocers reporting in the survey are in relatively new buildings now, and 41% are in stores opened between 1945 and 1951.

The anticipated expenditures, the article states, tell the story of the changing pattern of food retailing. Besides increased interest in air conditioning, interest in conveyors is developing fast, along with improved parking facilities, it was found.

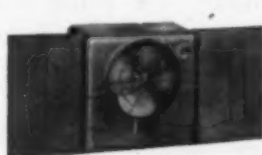
JUST ASK US!

Turn to "What's New" Page for useful information on new products.

Get Aboard



A TYPE AND SIZE FOR EVERY RESIDENTIAL AND



FC-10-P



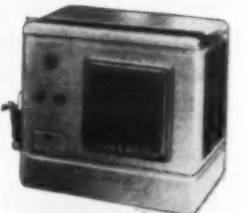
F-15-D



FC-15-P



B-18-D



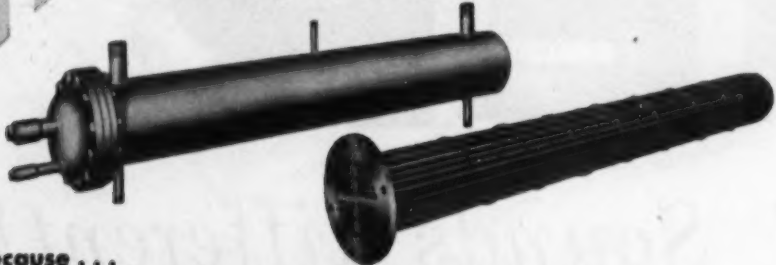
BC-10-P

BETTER COOLING
with

Taco

"CONTROLLED VELOCITY" CHILLERS

1. Improved heat transfer
2. Rapid response to Thermal Expansion Valve
3. No oil logging and slop over



Because...

Taco's "Controlled Velocity" Tube Bundles...

Carry all incoming liquid to the top of the Chiller in the first pass. Provide constant forward movement of all refrigerant and oil. Prevent accumulation of liquid (refrigerant or oil) in any part of the Chiller.

And because...

Taco's "Controlled Velocity" Heads...

Agitate oil and liquid refrigerant, at each head pass, with a constant stream of expanding gas. Provide unretarded flow of refrigerant. Eliminate "traps" for oil and liquid refrigerant.



For full information and Taco's "pin-point" Selection Charts, write for Bulletin CWF.

137 SOUTH STREET

PROVIDENCE 3, R. I.



BASIC BACKGROUND display enables dealers to carry a selling message to potential customers in limited space. Ralph E. Hunter (right), Kelvinator display manager who created the background, points out some of its features to Thomas J. King, director of Kelvinator advertising and sales promotion.



FLOOR MAT is one device Kelvinator is using to give dealers strong promotional media within limited space. Twenty by 36 in. in size, the mat carries its sales message in white letters on a maroon background.

Point-of-Sale Displays Get Kelvinator Selling Message over In Limited Space

DETROIT—Kelvinator dealers in 1953 will be using new types of floor displays designed to carry a strong promotional message within limited space, according to Thomas J. King, director of Kelvinator advertising and sales promotion.

"In appliance stores today, floor space is at a greater premium than ever before," King pointed out. "Retailers often have felt themselves forced to do without an effective point-of-sale display simply because there was not room enough for both it and the merchandise it was designed to help sell."

"Kelvinator has stepped squarely up to this problem by designing a multi-product background that not only takes practically no floor space but also is perpetually 'timed right' to carry each national advertising message right to the dealer's floor."

Designed by Ralph E. Hunter, Kelvinator display manager, this space-saving background features an 18 by 37-in. central panel adaptable to Kelvinator products. Interchangeable "filler cards" and other promotional items or sales messages fit into the central panel.

Another space-saving display is a

simple but effective rubber floor mat, usable anywhere in a dealer's store. Twenty by 36 in., it bears in white on light maroon the inscription: "Step Up to Your Best Buy—Kelvinator!"

In addition to the central panel of the basic background, there are clear-plastic holders, each 5 by 10½-in., which extend from each side.

The holder at the right contains a binder with clear-plastic punched "envelopes" with complete sets of specification sheets on Kelvinator products. Besides enhancing the display, the specification book serves as a reference for salesmen. The left-hand holder is for line folders and other consumer literature.

The entire display is supported by a metal telescoping rod that permits instant adjustment to the height of whatever product is used with it.



Public Beware!

Dealers Hear How Brands, Customer Confidence Suffer from False Ads

ROCKFORD, Ill. — Dealers must educate the public to beware of the exaggerated low prices advertised for service and of over-generous trade-in allowances, otherwise the consumer, the industry, and the brand names involved will suffer.

So Wallace Johnston, president of the National Appliance & Radio-TV Dealers Association, told the Rockford Appliance Dealers Association here recently.

Holding up examples of ads offering three years' free service, two television receivers (one a traded-in 10 or 12-in. unit) for the price of one, free antennas, and a lifetime service guarantee, he said that "they show the trickery, the deception, the concealed discounts, the bribes offered customers to buy from one retailer in preference to another."

"And, knowing the modest mark-ups television allows, we know who's going to pay for those extra offers in the end—the customer, although the charge may be disguised; the industry, although the culprits who did the damage may be out of it before then, and the brand names that presented a cloak of respectability behind which the sharpsters could hide."

A contrasting danger, he said, stems from RCA Service Co.'s \$3 setup and week's service charge.

"They'll give that customer a good setup and a reliable week's service, I'm sure, and it will result at first in that customer continuing to use RCA Service with probable satisfaction, just as the program is designed to do."

Johnston warned that the program presented the danger that another service organization, finding it lost money in attempting to match or undercut this price, might initiate a hidden or false charge to make this door-opening program self-liquidating and thus another servicing evil would be created.

He emphasized the importance of closer dealer-service contractor cooperation to:

1. Get service data simultaneously with the introduction of new models,
2. Have an adequate reserve of replacement parts, particularly newly introduced ones, at the time new models are first offered,
3. Work for faster and more efficient in-warranty parts replacement including a standardized parts-replacement tag,
4. Secure a full year's life for lines so that servicemen will have longer periods in which to apply knowledge of models they have gained and fewer models will be introduced each year,
5. Team up in adopting codes of ethics such as the Certified Television Installation & Service Program which NARDA introduced in 1951,
6. Develop an efficient and economical trade-in servicing program to facilitate the sale and service of trade-ins,
7. Give their combined forces responsible, high-level representation in both government and manufacturer relations.

Gates Joins Silver Corp.

ROCHESTER, N. Y.—Edward A. Gates, identified with the appliance trade in upstate New York for 50 years, has joined the M. E. Silver Corp., appliance distributor, as assistant to the president.

\$25,000 Xmas Party Pays Dividend to Maytag

SAN ANTONIO — A huge public Christmas party—thrown well before Christmas—paid rich and immediate dividends for Jim Meissner, San Antonio regional manager for the Maytag Co.

Meissner's intention was to get the general public better acquainted with the freezers and ranges produced by the Maytag Co., whose name has long been associated with washers.

To do this he decided to stage a big cooking-freezing school, hiring the large municipal auditorium for the purpose on Dec. 3. The date was chosen to give Meissner a chance to capitalize on the turkey theme and give dealers a chance to sell freezers and ranges on the theme: "cook and freeze your Christmas turkey now."

Meissner then got the 14 local Maytag dealers and the Handy-Andy supermarket chain to cooperate in promoting the event. They took newspaper advertisements and radio commercial time to publicize the party. Handy-Andy stuffed handbills telling about the cooking school in grocery bags and announcements were hung on 45,000 door knobs.

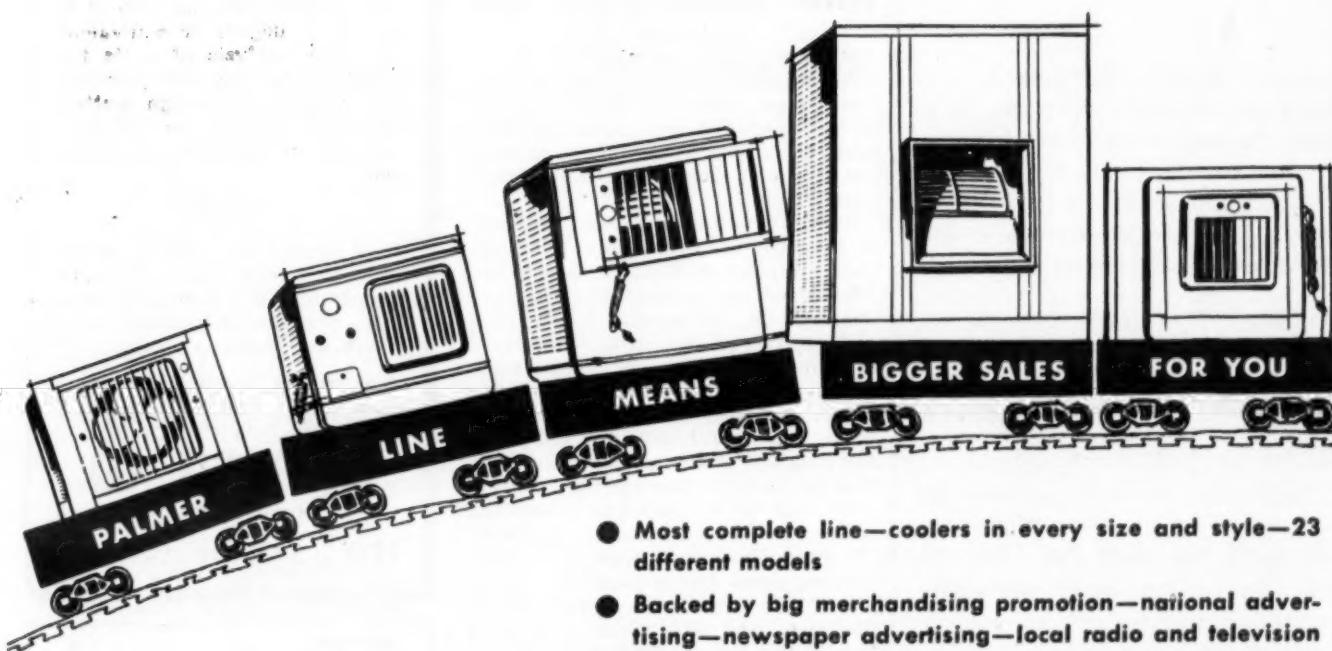
Individual door prizes and chances on big prizes (\$5,000 worth in all) such as a Maytag range and \$27 baskets of groceries were offered to those who came. In addition, the entire party was to be televised.

When the big day came, 6,500 people crowded into the municipal auditorium to witness the freezing and cooking school.

The event was said to cost \$25,000 to put on. In return, Maytag was rewarded with a 400% increase in sales of ranges and a 50% increase in the sale of other appliances in the next 30 days.

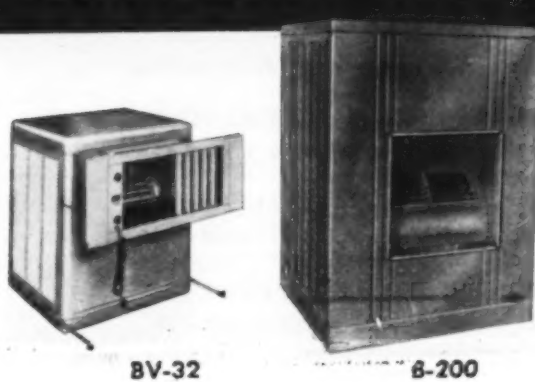
the Profit Line

PALMER COOLERS WITH BUILT-IN SALES APPEAL AMERICA'S BEST KNOWN COOLERS



- Most complete line—coolers in every size and style—23 different models
- Backed by big merchandising promotion—national advertising—newspaper advertising—local radio and television
- Modern styling with all improved designed features. Backed by advanced newly styled line—improved design—research and engineering
- A real merchandising policy that means bigger sales—that assures bigger profits

COMMERCIAL NEED



FOR BIGGER SALES—BIGGER PROFITS MAIL THIS COUPON...

Palmer Manufacturing Corporation
2200 W. Filmore St.
Phoenix, Arizona

Please send me information on Palmer Coolers. I am interested in
() A Distributorship () A Dealership

Name

Company

Address

City

Zone

State



... IT'S THE REVCO

CHILL CHEST FOOD FREEZER

- You know you sell the very best freezer when it's built by Revco!

Faster Freezing



NEW LOW TEMPERATURE REFRIGERATION SYSTEM

NO FAN NOISE...NO CONDENSER CLEANING

Write For Distributor's Name

REVCO, INC. • DEERFIELD, MICH.

Get it!
HARRY ALTER'S
SPRING and SUMMER... No. 158
DEPENDABOOK
Illustrates, Describes, Prices Over 9,000 REFRIGERATION, Television, Radio, Heating, Electric Motor, Air Conditioning PARTS and Supplies
Yes, get it and save money!
Write Now to
The HARRY ALTER CO. Inc.
1728 South Michigan Avenue, Chicago 16, Illinois
134 Lafayette Street, New York 12, New York
HARRY ALTER gives you snappy service!

HOUSEHOLD REFRIGERATION

Admiral Lists '53 Eastern Prices on Home Freezers, Room Conditioners, Ranges, Moisture Conditioners

CHICAGO—Suggested eastern list prices of its 1953 lines of home freezers, room air conditioners, moisture conditioners, and ranges have been announced as follows by Admiral Corp.

HOME FREEZERS

Model		Suggested Eastern List Price
11CUF	11-cu. ft. upright	\$429.95
13CHF	13.2-cu. ft. chest	449.95
17CHF	16.8-cu. ft. chest	499.95
20CHF	20-cu. ft. chest	599.95
19CUF6	19-cu. ft. upright with separate inner doors	699.95
19CUF4	19-cu. ft. upright without inner doors	649.95
27CUF6	27.4-cu. ft. upright	799.95

RANGES

Model		Suggested Eastern List Price
2CL2	Three surface units with 7-speed rotary switches	\$159.95
3CH11	Four surface units with 7-speed rotary switches	229.95
4CL5	Five even-speed rotary switches with signal lights	199.95

4CL8	Seven-speed rotary switches with signal lights	269.95
4CH5	Four Flex-O-Heat surface units with signal lights	299.95
4CH8	Four Flex-O-Heat surface units with thermometer type indicators	359.95
4CH14	Four Flex-O-Heat surface units with thermometer type indicators, two ovens	399.95
	Optional rotary roaster	\$25.00

ROOM AIR CONDITIONERS

Model		Suggested Eastern List Price
33C3	½-hp. unit	\$199.95
50C5	¾-hp. unit	299.95
75C5	¾-hp. unit (available in 115 and 230 volts)	379.95
100C7	1-hp. unit	459.95

MOISTURE CONDITIONERS

Model		Suggested Eastern List Price
DC5	Dehumidifier	\$139.95
DCH5	Moisture conditioner (dehumidifies and humidifies)	159.95

Servel Appoints Midwest, Eastern Regional Managers

EVANSVILLE, Ind. — Two new regional managers for Servel, Inc. have been appointed, it was announced recently by James F. Donnelly, vice president in charge of sales.

Bert Cole, former Philco and Crosley sales executive, becomes manager of the eastern region with headquarters in New York City.

William K. Grube, former manager of Servel's Chicago operations, becomes manager of the midwestern region with headquarters in Chicago. Cole succeeds Gordon J. Malone, who was recently named manager of Servel's home freezer sales. Grube succeeds Paul R. Kennedy, who has been placed in charge of the company's contacts with public utilities throughout the Southwest.

Until recently Cole was eastern division manager of the Philco Corp. Previously he was vice president and general manager of the Crosley Distributing Corp., in charge of sales branches in New York, St. Louis, Albany, N. Y., and Portland, Me.

He also served as sales manager of Gross Distributors, Inc., Stromberg-Carlson distributors for New York and New England, and as New York City sales manager for Philco Radio Corp.

Grube has been with the Servel sales organization for more than 18 years. He joined Servel as editor of the company's dealer magazine, and was successively sales promotion supervisor, district sales manager, and field sales manager with headquarters first in Evansville and then in Dallas, Texas.



DOUBLE CHROME LEGS combined with "decorator" cabinet finishes make this Astral portable refrigerator at home in any room in the house. Refrigerette has a 2-cu. ft. capacity, notched shelf arrangement for tall bottles, and in-the-door shelves.



WROUGHT IRON CART converts refrigerette into a party wagon for entertaining.

Decorator Cabinets, Party Cart Highlight Astral Portable Refrigerator for '53

ROCKLEIGH, N. J.—Portable refrigerators in decorator cabinets highlight the 1953 line by Astral of Rockleigh, manufacturer of portable refrigerators.

New and improved blond, white, and walnut metal finishes and decorator cabinets of solid lined oak or mahogany, a party wagon, and stands in wrought iron and tubular chromium make up the new line.

Interiors are 3-in. glass fiber insulated, with aluminum shelves and in-the-door shelves for eggs and condiments. The restyled line, including a tumbler door latch and pull handle, is equipped with an easy-to-reach inside cold control.

"One may expect to see these units sold in furniture departments as well as in appliance stores," the company said. "Astral models are designed to become part of the furnishing in any room in the home, as well as for service in business and professional offices and out-of-doors."

Weighing 65 lbs., each unit has 2 cu. ft. for storage. Exterior dimensions are 21 in. wide, 23 in. deep, 22½ in. high, and units are available

in 6, 12, 24, 32, 64, 110, and 220 volts. Standard production is equipped with 110-volt elements and operates on a.c.-d.c. current of any cycle.

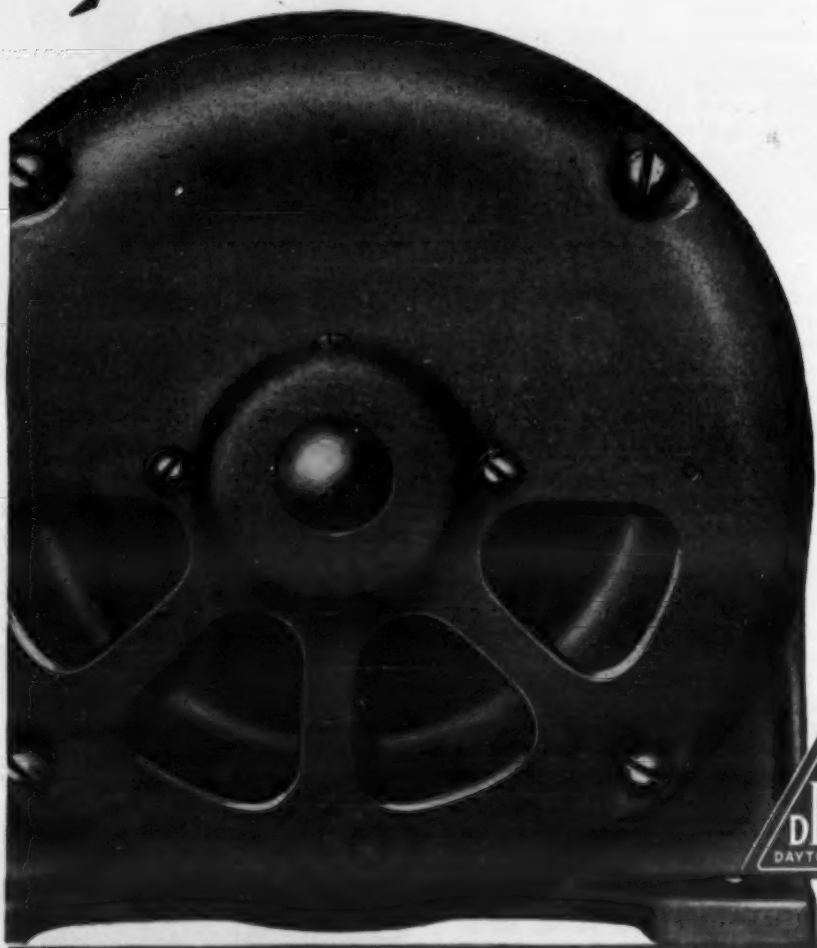
Models will soon be available for gas or kerosene operation.

The decorator cabinets resemble television furniture and are finished in mahogany and lined oak. They are custom built by makers of fine cabinets and are designated console and spinet models, according to Astral.

Advertising placed through Calkins & Holden, Carlock, McClintock & Smith, Inc., breaks first in February in business papers, and is scheduled to appear in April, May, and June in Time, The Saturday Evening Post, The New Yorker, and Sunset. The schedule for the latter part of the year will be announced at a later date.

Included in the dealer support are billboards, radio and newspaper advertising, brochures, circulars, and publicity releases.

dependability makes **Delco Motors**
FIRST CHOICE!



Check up on the motors that power air conditioning and refrigerating equipment. You'll discover that more and more manufacturers are putting Delco Motors in their products. Manufacturers know that the Delco Motors designed for refrigeration products provide outstanding service for years on end.

Every Delco motor is engineered and built for extra long life... made to provide the kind of trouble-free service that helps win the highest approval for the product in which it is used.

To make sure that you get the right motor for your product, get full information on the Delco motors line. Write Delco Products, Dayton, Ohio—or our nearest sales office.

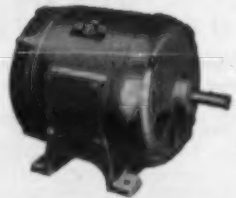
DELCO PRODUCTS

Division of General Motors Corporation,
Dayton, Ohio

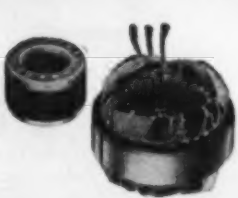
The Best Running Mate Your Product Can Have!



Delco Single-Phase, Repulsion-Start Induction Fractional HP Motor, ½ through ½ h.p. Also ½ through ½ h.p. Capacitor-Start for blowers and open type compressors.



Delco Single-Phase, Repulsion-Start Induction Integral HP Motor, 1 through 5 h.p. Polyphase Integral, 1 through 100 h.p.



Delco Hermetic Motors, ½ through 1½ h.p. Split-Phase Condenser Start, Condenser Start Condenser Run and Polyphase.



Delco Condenser cooling fan 1/250 through 1/80 h.p.

Gerald Stedman, Publisher of 'Private Executive Report,' Dies

MILWAUKEE—Gerald E. Stedman, publisher of the Private Executive Report, who was widely known in the appliance and public utilities fields, died here late last month. Death was caused by a cerebral hemorrhage.

Stedman had been a vice president of the Grinnell and C. C. Winningham Agencies in Detroit during the 1920's, and vice president of Cramer-Krasselt Co., Milwaukee, from 1929 to 1939. In this period he was actively connected with the Norge merchandising programs. Throughout his career he was a prolific writer on sales and merchandising activities, and was one of the most widely traveled industrial writers in the country.

In 1948 he founded the newsletter service to the public utility industry "Private Executive Report," which now appears twice monthly. He is survived by his wife, Margaret A. Stedman, who will continue publication of the Private Executive Report.

Refrigeration Sales Corp. Moves to New Quarters

CLEVELAND—Refrigeration Sales Corp., Norge appliance distributor in 17 northern Ohio counties, has started operations in its new headquarters at 701 St. Clair, N. E. here.

Refrigeration Sales recently purchased the five and a half story building and completely remodeled it. It will provide 33,000 sq. ft.

LAB. ASSISTANTS (Refrigerated Products)

One opening for man with M.E. or C.H.E. degree or equivalent to make analysis of units for moisture, residue, and quantitative analysis of foreign matter. Chemical testing for refrigerant and refrigerator oil analysis.

ALSO

Man needed for control analysis of anodizing solutions, degreaser fluids, bonderite solution, mechanical washer solutions, and paint strippers.

Abstract of personal qualifications to be sent to:

HOTPOINT CO.

Personnel Section

1531 S. 54th Ave., Cicero, Ill.

Redmond

MICROMOTORS

Prompt shipment!

"ONE OR ONE THOUSAND"

74 different models in stock

FACTORY DISTRIBUTORS

CYCLO-FREEZ CORP.

MARVIN L. "FERGIE" FERGETAD

2120 S. Lyndale, Dept. A, Mpls. 5, Minn.

Opportunity for a Technical Education In

• AIR CONDITIONING • REFRIGERATION
• HEATING and VENTILATING

Evening Classes Begin Feb. 16th
for full information write, phone or visit

THE TECHNICAL INSTITUTE
(division of LAWRENCE INSTITUTE OF TECHNOLOGY)

6160 MT. ELLIOTT, DETROIT, MICHIGAN, WALNUT 1-0848

Service & Supplies

Dicksons, Ruddick Corp. Buy Henry V. Dick & Co.

CHARLOTTE, N. C.—Stock control of Henry V. Dick & Co., refrigeration parts and supplies wholesaling firm here, was recently purchased by the Ruddick Corp., Clyde C. Dickson, and Rush S. Dickson, Charles W. Eskridge, president of Henry V. Dick, announced recently.

Sale price was not disclosed, but the transaction involved approximately \$250,000, according to Eskridge. The Dick firm has a paid-in capital of \$300,000 with a surplus of \$52,000, he added.

Eskridge, who has served as president of the company for the past eight years, will continue as executive vice president and general manager. Clyde Dickson will become president and treasurer, and Rush S. Dickson will become chairman of the board of directors.

Ruddick Corp. is a subsidiary of R. S. Dickson & Co., investment bankers, with headquarters here. Branch offices are located in Atlanta, Greenville and Columbia, S. C., Raleigh, N. C., Richmond, Va., Chicago, and New York City.

Eskridge stated that Henry V. Dick had relinquished his interest in the company in order to devote his time to his own personal affairs. Dick was one of the founders of the Refrigeration Equipment Wholesalers Association and was a director of that group for three years.

Henry V. Dick & Co. was established in 1932 as a wholesale refrigeration, air conditioning, and heating parts and supply business. The business was incorporated in 1942.

Eskridge said that the new management intends to expand the air conditioning and heating phase of the business to include equipment in these fields.

Clyde Dickson resigned his position as assistant vice president of R. S. Dickson & Co. to assume his new post. He had been associated with the Dickson firm for 15 years.

McLane Elected Vice Pres. Of Coastal Equipment Co.

HOUSTON, Texas—Frank G. Atwater, president of the Coastal Equipment Co., Inc., has announced that E. H. McLane, air conditioning engineer with the company since 1947, has been named vice president and general manager. He also announced the election of Russell Youens as secretary-treasurer.

Tenney's on the move!

... with the best in ice-cube makers for

MANUFACTURERS



Like to see this clean, efficient, easily installed unit in your cabinet?

Talk it over with

Tenney

ENGINEERING, INCORPORATED
Newark, New Jersey

Alco Valve Film Aimed at Servicemen, Contractors

ST. LOUIS—A new educational film aimed at contributing to the contractor's and service engineer's knowledge of refrigeration controls has been produced by Alco Valve Co.

This full-color movie, titled "The Story of Automatic Refrigeration Controls," takes up many phases of the work of the installing contractor and service engineer. It offers examples of how to select the right valve; how to install valves (showing right and wrong methods); and how the various types of valves operate.

There are "inside views" of many valves... scenes that show details of actual installations... schematic drawings of refrigeration systems in action... and a review of how refrigeration affects our daily lives.

The film is being shown by Alco wholesalers to service engineer organizations and other industry groups, as well as to large contracting and service organizations.

Those wishing to know more about the availability of the film should write Alco Valve Co.

A.T. Allan Appointed Mgr. Of Brazing Product Sales For United Wire Corp.

PROVIDENCE, R. I.—The United Wire & Supply Corp. here has announced the appointment of A. T. Allan as manager of brazing product sales.



A. T. Allan

Shipbuilding Corp.

Allan had been associated with the A. F. M. Co., Moorestown, N. J., in a sales and engineering capacity until he joined the Brazing Alloy Div. of United Wire & Supply Corp. in 1949. The company produces tubing, brazing supplies, and fluxes.

Du Pont Prepares Lecture Display on 'Freon-22'

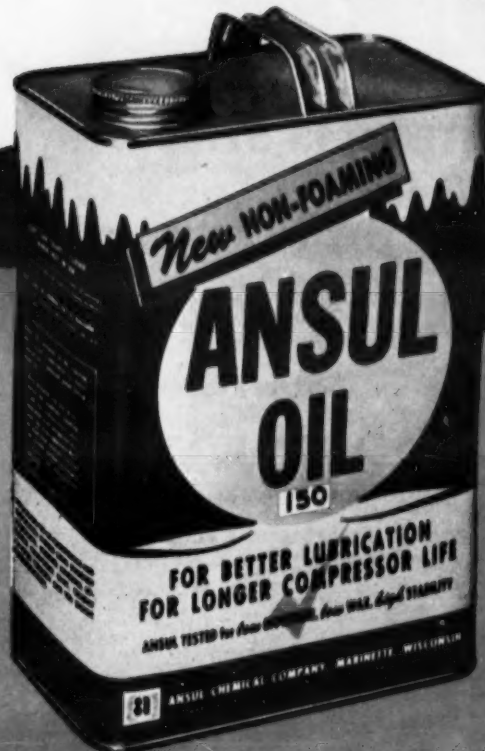
WILMINGTON, Dela. — Engineering considerations for refrigeration equipment using "Freon-22" fluorinated hydrocarbon are explained in a new lecture display prepared by the du Pont Co. for use before refrigeration engineers' groups.

The unit points out special chemical and physical properties of the refrigerant which affect design of lower temperature or high capacity models.

Because it offers more refrigeration capacity per unit of machine size, "Freon-22" is expected to broaden the use of commercial refrigerated fixtures, window-type, and packaged air conditioning as well as open up new markets in auto air conditioning, truck and railroad refrigeration.

A modified version of the engineering display will be made available next fall to refrigeration servicemen's groups, where it will supplement the present du Pont educational display which describes properties and characteristics of all of the six "Freon" refrigerants.

NOW... MORE THAN EVER...
THE FINEST REFRIGERATION OIL
... at any price!



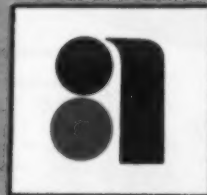
ANSUL NON-FOAMING REFRIGERATION OIL

NOW... MORE THAN EVER... ANSUL is the FINEST REFRIGERATION OIL at any price! In addition to the features which have made it outstanding in the past... High Lubricity, High Stability, Low Moisture and Low Wax... a vital improvement has been made. ANSUL OIL IS NOW PROCESSED TO PROVIDE NON-FOAMING CHARACTERISTICS... a distinct advancement in the science of refrigeration lubrication.

ANSUL is the LARGEST SELLING REFRIGERATION OIL sold through Refrigeration Wholesalers... EXCLUSIVELY.



Write for more complete information on ANSUL NON-FOAMING REFRIGERATION OIL. ANSUL Technical Bulletins are also available to Refrigeration Service Engineers through Ansul Wholesalers who welcome every opportunity to serve the men of the industry.



ANSUL
Chemical Company

REFRIGERATION DIVISION • MARINETTE, WISCONSIN

MANUFACTURERS OF REFRIGERANTS AND REFRIGERATION PRODUCTS, INDUSTRIAL CHEMICALS, SPECIAL CHEMICALS AND DRY CHEMICAL FIRE EXTINGUISHERS — DISTRIBUTORS OF DU PONT "FREON" REFRIGERANTS

They'll Do It Every Time By Jimmy Hatlo



Have You READ 'Peace and Progress' Yet?

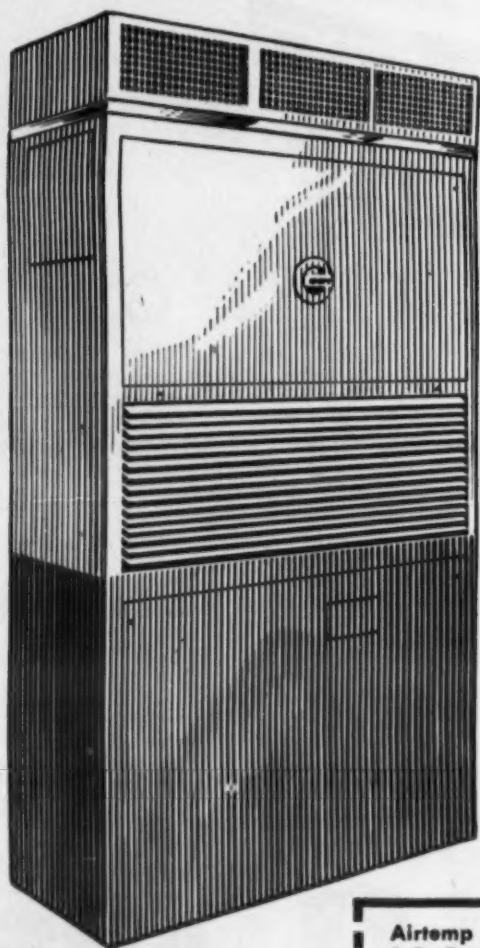


WHY CHRYSLER AIRTEMP IS STILL THE LEADER IN "PACKAGED" AIR CONDITIONERS

There are many reasons why Chrysler Airtemp sells more "Packaged" Air Conditioners. One very important reason is the nationally advertised and respected Chrysler Airtemp name.

This name is your customer's guarantee as well as yours, of PROVEN DEPENDABILITY. Chrysler Airtemp pioneered the "Packaged" Air Conditioner with the high speed sealed compressor fifteen years ago. All the engineering know-how and improvements developed over this period of years are yours . . . when you sell Chrysler Airtemp.

This compact "Packaged" unit makes your selling job easier because it is completely engineered . . . completely flexible. The Chrysler Airtemp name means greater profit for you!



"Packaged" Air Conditioners
Six models from
2 to 15 H. P.
capacity. Meets
every cooling
need.

Comfort Zone



Chrysler Airtemp

HEATING • AIR CONDITIONING
for HOMES, BUSINESS, INDUSTRY
Airtemp Division, Chrysler Corporation, Dayton 1, Ohio

Get all the facts . . .
mail the coupon today

Airtemp Division, Chrysler Corporation
P.O. Box 1037, Dayton 1, Ohio

Please send full details on the Chrysler Airtemp Comfort Zone "Packaged" Air Conditioning proposition.

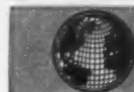
Name _____

Address _____ Phone _____

City _____ Zone _____ State _____

AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

Trade Mark
registered
U. S. Patent
Office;
Est. 1926



AIR CONDITIONING AND
REFRIGERATION *News*

Copyright
1953,
Business News
Publishing Co.

F. M. COCKRELL, Founder

Published Every Monday by BUSINESS NEWS PUBLISHING CO.
450 W. Fort St., Detroit 26, Mich. Telephone Woodward 2-0924.
New York office: 521 Fifth Ave., Telephone Murray Hill 7-7158.
Chicago office: 134 S. LaSalle St., Telephone Franklin 2-8093.

Subscription Rates: U. S. and Possessions, Canada, and all countries in the Pan-American Postal Union: \$5.00 per year; 2 years \$8.00. All other foreign countries: \$7.00 per year. Single copy price, 20 cents. Ten or more copies, 15 cents each; 50 or more copies, 10 cents each. Please send remittance with order.

GEORGE F. TAUBENECK
Editor and Publisher

PHIL B. REDEKER, Editorial Director

C. DALE MERICLE, Associate Editor

JOHN SWEET, Assistant Editor
HUGH MAHAR, Assistant Editor
GEORGE HANNING, Assistant Editor
MARGARET DEAN, Assistant Editor
Editorial Assistants: PAT O'CONNOR,
JOY SLAUGHTER, AND LENORE E.
SMITH

E. L. HENDERSON, General Manager
ROBERT M. PRICE, Adv. Mgr.
ALLEN SCHILDHAMMER, Western
Adv. Mgr.
ALICE M. BARROW, Adv. Secy.
WALTER J. SCHULER, Production Mgr.
LLOYD SILER, Circulation Manager
CECILIA COSTYN, Subscription Mgr.

Member, Audit Bureau of Circulations. Member, Associated Business Papers.

VOLUME 68, No. 7, SERIAL NO. 1,248, FEBRUARY 16, 1953

"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

Not So Many Employees, Please, Mr. President!

NEARLY all the small businessmen with whom we've talked since Eisenhower's election are happy.

Under the anti-business regime of the last 20 years "the little fellow" (retailer, contractor, small manufacturer) felt almost helpless. Never knew what would hit him next. Furthermore, the penalize-growth tax structure prevented him from realizing his ambitions.

Now the small businessman feels he has a chance to survive, an opportunity to become bigger, and a hope of keeping a portion of what he earns and saves. He is ready to plan ahead now, instead of acting like every year would be his last in business (hence, cut-throat "discount selling").

In talks with literally hundreds of them, at dozens of conventions and exhibitions (mostly in Chicago) during the last six weeks, we deduce that their renewed faith in the future is based on hopes of lower taxes and fewer controls.

"Ike will cut out graft," they believe, "and Pentagon waste, too. He knows where the body is buried there."

Most of all, they expect him to slash time-wasters off the government payroll. To grass-roots fellows, like local dealers, that is the real key to tax reductions.

They fear, though, that Pressure Groups will resist the cutting-down-to-size of pet bureaucracies. Pushing the government out of a field of activity may be less popular than getting government help to "preserve gains." All depends on "whose ox is gored."

Businessmen as a whole have plumped for less government in business in recent years. Now that they have won their point politically, they will be on trial. The general public wants to know how they will react when particular bureaus or subsidies are curtailed.

If Big Government was dangerous before Eisenhower was elected, it still is dangerous. Let's all help "Ike" reduce the Federal payroll.

"There is far more danger in a public monopoly than there is in a private monopoly, for when government goes into business it can always shift its losses to the taxpayer. The Government never really goes into business, for it never makes ends meet, and that is the first requisite of business. It just mixes a little business with a lot of politics, and no one ever gets a chance to find out what is actually going on."—THOMAS A. EDISON.

"As sure as fate, the day the citizens begin acting like timid sheep, the government begins acting more and more like a wolf."—Farm Journal.

"The world is cured more quickly by sympathy than by antagonism."—WOODROW WILSON.

"If I were an American, I think I'd be demanding that the State Department line up the countries receiving Marshall Aid and all others hoping to receive it and tell them while their resolutions of support make interesting reading, Americans are not going to do all the paying and all the dying to save the rest of the world from Communist domination."—ARTHUR A. CALWELL, Minister of Immigration and Information of Australia.

Veterans of Freezer-Food Plan Growth Outline Problems of First Selling Stages

At the Amana Refrigeration, Inc. meeting earlier this year, a panel discussion was held on "Evolution of Food-Plan Freezer Selling." With William Hull, ZCMI Wholesale Distributors, Salt Lake City, as moderator, three distributors described some of the steps that food-plan selling goes through once it takes a hold in a new territory.

These discussions should be especially interesting and helpful to distributors and dealers in those territories in which food-plan selling of freezers is in its early stages. Of particular interest is the conviction of these distributors that the regular appliance dealer is the real key to food-plan volume, if he adjusts his methods to take the fullest advantage of what the food-plan promotion offers.

By E. W. Nystrom, Amana-Seattle, Seattle, Wash.

This panel will discuss the evolution of the food-freezer plan. My colleagues and I will attempt to highlight the early days of merchandising the food-freezer plan and explain the various plans to sell freezers using food. The approach to freezer sales through the sale of food was found to be very necessary for one basic reason—it became very difficult to sell an empty freezer.

Lack of Merchandising,

Financing Doom Early Plans

Early food-freezer plans were used by local dealers in many areas of the United States shortly after food freezers were first manufactured. These plans were doomed to an early failure because these same people that used them failed to understand how the merchandise should be financed and the fact that it was very necessary to set up a reliable source for food mainly because they failed to understand what the home-maker actually needed in her freezer.

We also believe that the reason that most of these early plans failed while they were still in their early infancy was due to the fact that freezers as manufactured at the time were so small that it wasn't possible to offer a sound food plan in this small freezer.

To properly merchandise this plan, our people first had to show the banks how it could be financed. Understand now, financing food was a little out of the scope of a normal banking institution. To the best of our knowledge, it hadn't been done any place in the United States. Then they had to convince the wholesale food supplier, who incidentally was the only person that was interested in listening to a plan of this type, how it was possible for him to get the volume he required to make a plan of this type financially worth his while. With a good definite plan in mind, it was easy enough to show the food supplier what a great potential this plan held.

Free Dinners Lured Prospects

With the bank and the local food supplier on their side, the next step was to find a proper approach to Mr. and Mrs. John Q. Public. These were the people that had to be sold, and in order to sell the public, our people borrowed a page from the merchandising book of the kitchen-ware people and went right into the homes of the consumers to hold frozen-food dinners, inviting several couples in and putting on a free dinner.

Husband and wife were seated side by side at the table, a complete frozen-food dinner was served, and the local dealer was able to get their undivided attention. The freezer story was told as we knew it at that time and as a result in spite of many claims that a lot of us made, which we have since found it to be a little exaggerated, sales were made.

Now here your distributor was out teaching the dealer how to sell. The dealer had no knowledge of this thing and it was necessary for distributor organization to go into the field and actually take these dealers by the hand as you all have had to do in many other cases and show them just how it could be done.

From here on, the alert dealer selected a new purchaser and was able to induce her to allow him to hold a frozen-food dinner in her home with a new group in the very near future. For this she received a very nominal premium. These early radiation sales started the ball rolling toward a very successful sales presentation that spelled success even before our people had the shortcom-

ings worked out of the food package.

By mid-1950, the Korean promotion made any food plan merchandising impossible. As you know, all available stocks were exhausted before the bulk of white-goods dealers could

be induced to use this merchandising plan. In 1951—we still had a hang-over from the Korean promotion of 1950 and very little activity was noticed in the merchandising of the food-freezer plan.

However, when many of you same distributors left this Conference in January of 1952, you took home an enthusiasm that had been inspired by reports of distributors who were starting to use this plan in various parts of the United States. Your activity and your interest in this same approach to freezer merchandising caused 1952 to be the greatest year for freezer selling that the industry has ever known.

No Model To Go By

There was no set plan in any one part of the country. We all worked with a brand new baby, at least we thought it was a brand new baby in our own parts of the country, and a lot of us worked out our own particular problems.

With the various plans being worked in different parts of our United States, a new approach was being formed. The frozen-food dinners, the coffee parties, and the lawn



HOME & FARM FREEZERS



parties were abandoned for an evening meeting in the home with the husband and wife. We soon learned in our part of the country, and I know that you did in yours, it was hard to sell the food-freezer plan on the dealer's floor.

At this point, the water-softener and siding people who were groping for new fields watched some of our dealers get started with a sound plan that looked simple enough for them to get into and at this point stepped, started operations, and we soon learned that if Mrs. Housewife purchased their plan she could save 50% of her food costs and still pay for the freezer out of her savings. Frankly, we were a little flabbergasted, as

we had lived with a freezer in our own home for some time.

However, in spite of the wild claims made by these people and the immediate reaction, which in many cases became opposition by the local Better Business Bureaus, food plans were sold and the home freezer rapidly became the bright spot of the white-goods industry.

I would like to clarify my statement about opposition by the Better Business Bureau. The opposition was well earned. There were many wild and exaggerated claims made in our territory, as I know were made in your territory. Your local Better Business Bureau was on hand to pro-

(Concluded on next page)

Amana

FOOD FREEZERS

America's most copied food freezer



**outsells, outperforms
all other food freezers!**

here's why: Power-packed advertising;

Customers are pre-sold on Amana performance and efficiency by a nationwide advertising program. More prospects, easier sales.

Proved superior by tests: Nationally recognized testing laboratory results proved the Amana Upright best by test, freezes larger quan-

tities of food faster, better, more economically than other leading brands tested.

Dealer profits assured: Your big-volume, wide-margin profits are not cut into by trade-ins, service and installation costs or price-cutting.

Special, starting Thursday, February 19th. Now KATE SMITH sells AMANA FREEZERS on the "KATE SMITH HOUR," NBC Television, Coast-to-Coast every Thursday, 4:15 P.M., E. S. T.

best designed...best engineered

Amana, made famous by a sound combination of practical design with engineering superiority. Nationally advertised... featured on radio and television.

The step-up line of food freezers. Amana's complete range of prices and models, including popular chest styles and "Sharp freeze" uprights gives the Amana dealer a higher average unit sale and higher average unit profit.

AMANA REFRIGERATION, INC., AMANA 16, IOWA
World's largest exclusive manufacturer of food freezers



BACKED BY A CENTURY-OLD TRADITION OF FINE CRAFTSMANSHIP

the only freezer to receive the famous Fashion Academy Award



Early Food Plan History --

(Concluded from preceding page)

test the consumer and rightfully so. At this time we were attempting to set up a local reliable food source or sources who would back the product that they sold so that our dealers could offer the consumer protection on food as they personally did on the freezer.

The early food packages that were sold, were sold to the consumer with the idea that the consumer should stock that food freezer with as much food as was possible to cram in. As you all know by this time, this idea had to be abandoned. The consumer had no room for working space or to capitalize on some of the most important factors in having a home freezer.

As we progressed, we streamlined the food orders and at this time in our own area we attempted to provide only the basic foods; namely, meats, juices, and vegetables required for everyday living.

In our own area, we believed the food plan was here to stay and that we could do a much better sales job if we refused to sell the fast food plan operator whose business was not a part of a local dealer organization. We believed the answer then and we believe the answer now is that this plan must be merchandised through local dealers.

When I say we sell only through local dealers, we mean that we show them how to sell step by step and how they can compete with the wild claims being made by the straight food plan operators. This is by employing a sound merchandising program and how to actually qualify

the prospect as to his ability to pay for and properly use the food plan. Financing was set up and the dealers encouraged to work with a reliable food supplier, and the local markets had the ability to provide for and finance the food note.

We feel that the reason for the early mortality rate among food plan operators in the past few months and the reason that most of the food plan sales are finding their way back to an already established appliance dealer is that the finance organizations have now come to the realization that all the sharp operator had to offer was a highly, over-rated plan whereas the local dealer was able to provide the stability and guarantee of his own organization to both the consumer and the manufacturer.

No decline has been noticed to date among the already established dealers, who are doing business with the sound banking institutions. These institutions have indicated a willingness to go along on a very sound basis.

For reasons of longevity, the dealer merchandising this plan must now qualify his prospect very carefully as to the size of the food order and the actual family needs as well as the class of food the family should purchase. This is a very simple process and is a far cry from the quick closures made three years ago where the consumer was promised a tremendous savings if he bought this plan even though the salesman was unable to determine in his own mind how the consumer was to make those savings.

Today we find the successful salesman selling the food-freezer plan as he lives it in his own home and making sure his customer understands all the elements, good and bad, that constitute a plan of this type.

Mushroom Growth of Food Plans In Denver Leads to Dissatisfied Users, Shaky Dealers

Discussion by William Campbell, The Parker Co., Denver.

We had no food plans in our area until March of 1951. At this time, one specialty plan based on California plans and offering Amana freezers was started; and several regular appliance dealers in Denver offered food plans, but with little success.

It is believed that most of the regular appliance dealers, although entranced with the idea, failed in a possession of sufficient conviction and facts and failed in making a full time specialty of the promotion of the idea which at that time would have been necessary.

Thus, we came to the year 1952 with little in the way of Food Plan operation, and what exists in this type of merchandising today is the result of a very fast and rapid evolution confined to the period of only one year.

In Feb. '52 There Were No Plans Operating In Denver

In February of 1952, the first still existing area food plan which was outside of Denver was launched in Colorado Springs by a major full line appliance dealer who offered and developed his plan in cooperation with us and built around the Amana product.

During the same month, we got a Denver locker plant operator started—a good promoter who had the advantage of being his own source for all food.

In the same month, a progressive

locker plant owner and operator from Fort Collins, which is north of Denver, made a trip to Salt Lake City with me to study the food freezer operations there, feeling that techniques employed in that area adjoining us might be best suited to our own area as compared to those which we knew were being used in places farther from us.

Banks Were Skeptical

From this beginning in which several operations were strongly launched all within one month, our developmental pattern, or evolution, progressed rapidly through three phases, the first phase of which was characterized by the usual struggle for financing—skepticism on the part of banks, financial institutions and the public—selecting suitable basis for first food package quantity, advertising media, etc., finding co-operative sources for food, obtaining and training salesmen, securing prospects, and developing a foundation from which "radiation" sales could be developed.

The second phase from just before the middle of the year was characterized by the bloom of success in sales volume by food plan merchandisers who persisted, with adequate effort and time devoted to the development of the program.

Some of our dealers began to want to buy carloads.

Also, during this time a number of dealers, initially interested in food plan merchandising, drifted away from the method, and many more or less "gave up" because of the inadequacy of their facilities or because of difficulties in arranging financing or food sources.

During this period too, a number of people came to Denver who had been connected with food plans elsewhere, since Denver was considered a virgin territory for this type of merchandising. Most of these people had one thing in common—no capital.

By this time there were about six plans in operation in Denver, and the opportunists who came made inquiry among freezer distributors, but began by taking position with the existing food plan enterprises, both to provide them with additional operations.

Salesmen Were Pirated

Inevitably there occurred a pirating of sales personnel between plans, and a splitting off of some of the more experienced food plan salesmen to form new plans.

I would call the third phase of freezer food plan evolution the stage beginning about in August in our area during which there was an influx of factory direct to dealer freezers, many of dubious quality compared to that to which we are accustomed as Amana distributors. Food plan operators are particularly susceptible to these factory-direct

offerings because of the inherently high sales costs connected with freezer-food plan merchandising, and the higher margins which are dangled before them.

They seem prone to rush into agreements which we believe they will regret whereby more capital is required than is realized, far more service is encountered than expected; factory advertising, promotion, and line acceptance is ignored; and the distributor's part in stocking full line product, parts and sales aids, in product service help, and in making dealer sales and product use training available, is discounted.

Currently, we find that inflated prices on some freezer brands, or too high price for value received, is becoming the type of problem that "cut prices" have been in the past, but with the latter still contributing an evil, we now have both problems affecting freezer merchandising.

It is significant that there are two types—one who wants to cut price, and the other who wants to inflate price.

The existence of these two extremes would seem to point to the desirability of a compromise in the middle, and a maintenance of a proper and fair price.

We have, as distributors, had three direct calls from customers in the past two months seeking help in obtaining Amana replacement of other freezers which they had been sold by food plans.

This neglects to exemplify all the dissatisfaction which may exist with consumers with whom we have not had any direct contact.

Every irresponsibility on the part of food plan operators is bound to have its derogatory effect upon freezer sales.

Current Status

We now have about 12 food plans, representing all freezer brands, operating in the Denver area which is populated by about 600,000 people.

We know of 9 plans elsewhere in Colorado, one on the western fringe of Kansas, 2 in eastern Wyoming, and 2 in western Nebraska.

These figures include operating plans, and do not recognize perhaps an equal number of actual plans which are set up, but which are stagnant.

We have in Denver seven outlets for factory-dealer direct freezer brands which were not in our market at all at the year's beginning.

Without specific reference to any one, it would seem that the producers and/or factory representatives of these brands, failing in an effort to get distributors, have tried to make connections with the best dealers that they could find with what we believe are resultant disadvantages to ourselves, the food plan dealer, the public, and the freezer business.

The Better Business Bureau in Denver displays great hostility toward all food plans, which we believe is the result of abuse of freezer-food plan merchandising by some.

We believe that the advent of upright freezers in the lines of nationally accepted brands, and the power of their advertising, promotion, and

(Concluded on next page)



KOLD-HOLD truck refrigeration WILL PAY FOR ITSELF!

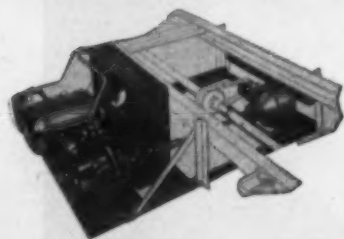
Every day is judgment day in your business. Your customer's judgment determines your success — or failure.

In striving for favorable judgments from your customers, natural color, full weight, garden flavor — these three factors make up the taste test that determine whether your products are preferred. Kold-Hold dependable truck refrigeration keeps you ahead of your competition, in delivering full flavor. Its low cost is cheap customer insurance.

For example, one user reports, "The truck has been our best advertisement we ever had. Our business has increased about 20% in 4 months."

In addition to the advantages in customer satisfaction you also eliminate spoilage losses, enable your trucks to make longer hauls with a full day's load and cut down handling time. With these benefits you can easily see why Kold-Hold truck refrigeration pays for itself.

KOLD-HOLD can answer any refrigeration problem!



KOLD-TRUCK

Which do you prefer . . . Mobile or Hold-Over truck refrigeration? Kold-Hold can give you either or a combination of both.

When your weather worries start, pick out the routes with the biggest refrigeration problems and call on Kold-Hold to give you a satisfactory solution. They will give you the right combination for your needs from such high-sides as the Kold-Truck Mobile Unit, a mounted compressor, or make-and-break assemblies, coupled to such low-sides as Kold-Hold Hold-Over Plates, Thin Plates, Serpentine Quick-Action Plates, or Blowers.

Why not give us the details of your problems and let our engineers find the most efficient solution for you. Write today for details.



HOLD-OVER PLATES

Tell us your truck refrigeration problems and send now for complete data and literature.

KOLD-HOLD

true

MODERN COOLERS FOR A MODERN AGE



Model T-532

Offers you

a quality line of

DRY BOTTLE BEVERAGE COOLERS

Modern Cabinet Design—Ahead of the Industry.
Self-contained Models Ready to Plug in.
Kelvinator Hermetic Units—Five Year Warranty.
Franchised Territory.

FOR ADDITIONAL INFORMATION WRITE:

TRUE MANUFACTURING COMPANY
2905 PINE STREET, ST. LOUIS 3, MISSOURI
Phone: LUcas 6700

Denver Plans--

(Concluded from preceding page)
distribution channels, will influence public purchasing toward established quality and regular dealers if we can get these dealers now to know product, be conversationally familiar with the product's use, to maintain fair price, to be honest and ethical in their dealing with the public, and to cooperate in providing food sources, which it is now easier for them to do.

Food Suppliers Want To Get In on the Market

There is every evidence that food suppliers at every level of distribution are surprised and alarmed at the quantity of food going to freezers, and that they want to concede reasonably to this market.

We believe that there is developing a very much stronger and healthier recognition among established regular appliance dealers, of the potential and profit opportunity of freezer merchandising.

We note that the following disadvantages have accrued and become evident in the freezer-food plan merchandising in our area:

1. Operators do not have diversity of business as a protection against low business peaks.

2. Sales costs with freezer-food plan merchandising—practiced as a specialty—are inherently high. Commissions paid and value of gifts to consumers have risen to a point of being out of line.

3. Specialty freezer-food plan merchandising seems to attract people prone to unethical practice who damage the market by developing dissatisfied customers, and who arouse the ire of such organizations as the Better Business Bureau.

4. Disruption of regular food outlet sales causes ill feeling, particularly in smaller business communities where this can "fire back."

Need Emphasis on Product Quality

5. The time honored methods of the freezer-food plan specialists have and do neglect emphasis on product quality. Emphasis on food quality is necessary—we have recommended to our dealers that they give every necessary attention to food in order to bring out the picture which is being painted for prospects that creates the desire for ownership.

However, if food quality is important, its preservation must be important, and how can two equally important factors be compounded to provide better living unless each brings with it its own quality?

6. Food plan merchandising, we believe, is not adaptable in trade areas of under 5,000 people where many comprise rural populations, and distances for contacts are great.

The food plan operators, in order to reach some of these markets, have placed representatives there on a part time basis, and the service behind sales made in these areas has been so poor as to cause customer complaint. Also, we find that the extension of food plans in this manner, if they are able to offer the Amana product, frequently brings about conflict with already established Amana dealers in outlying towns.

We believe that there is a place for honest and ethical food-freezer plans in areas of suitable size, but as we ourselves have recommended undisputed food quality—so now must these plans find, recommend, explain, and sell unquestionable freezer quality and operation such as we have in Amana.

Find Compromise

Somewhere between the regular line dealer's typical merchandising as we know it; and the highly specialized freezer-food plan merchandising—is a compromise which can be of benefit to stable, established businesses with community reputation, a compromise which retains the benefits of any food purchase advantages obtainable through quantity buying, and a compromise which temporizes the disadvantages of some of the present food plans.

Basically, our search is still for good dealers defined as loyal, sincere, promotion minded, and willing to devote time and effort to worthwhile product. Ours is a search for people who can be brought to see the opportunity, who are basically sincere and reliable, who become infused with the truth of better living through ownership of our freezer, and who will devote the time and effort necessary to assimilate our story and set it before the consumer.

What Dealer Must Do To Create Freezer Sales, from One Distributor's Viewpoint

Discussion by William Reedy of the Edwards-Harris Co. of Atlanta, Ga.

For some time now I have been putting most of my time on the food plan and I find the story the food plan salesmen tell is no different from the story we used to try to get our freezer dealers to tell. For it differs only in the financing of that first filling of food in the freezer, and perhaps a more thorough application of the age-old method of using the user.

While the food plan method as yet has not gained much headway in the southeast except in Atlanta, Miami, and Richmond, in November, I learned by checking with financing institutions and food suppliers, that there were between 120 to 150 freezers a week being sold in Atlanta. This is as many as were formerly sold in Atlanta in six months.

We can see a tremendous volume ahead through this method of selling in all parts of our territory. Most of this business is now being done by the exclusive food plan operators and not by the appliance dealers. But the big thing we see in the success of these exclusive operations is the teaching of the appliance dealer to do the things we have been trying to get him to do in the selling of freezers for many years.

Sales Follow Ads

From my observation in the southeast the cities where the food plan is taking hold rapidly are those cities where considerable money has been spent by someone in advertising the food plan. I believe that even with the specialty operators, the food plan requires initial advertising through all media to break in and condition the market for a big volume in a hurry.

Advertising also helps to recruit sales personnel and to make the sources of food supply more interested because they can picture a greater volume quicker.

In the early stages of merchandising freezers on the food plan, we naturally tried the appliance dealer. Many of them entered into it, but were failures because their sources of food supply were inadequate and the dealer sold the appliance rather than the food plan.

Ever since freezers came on the market, the average freezer buyer knew much more about what they were going to do with that freezer than the appliance dealer or his salesman who sold it to them.

Have Salesmen Specialize

Therefore, I believe that for a food plan dealer to be successful in the beginning, whether it's an appliance store, department store or whatever, they will have to have a department and salesmen specializing in the selling of home freezers on the food plan 100%.

They will have to depend on canvassing and customer referrals for their volume. They will need a sales manager with specialty experience to supervise and train salesmen, and it would be most helpful if they have a home economist to assist the customer with their first food order.

That's another important thing the food plan is doing—providing a source of supply of food for the freezer at quantity prices in the right assortment and packaged in the right way.

However, one thing is certain, the appliance dealers are not going to let the freezer business get away from them. If this is what it takes to sell freezers, then they are going

to get themselves organized to do it.

In Atlanta we now have approximately eight specialty food plan operators and about half of them are depending primarily upon leads from advertising for their salesmen to follow up on. The other half is using the specialty selling techniques of canvassing and radiation.

We found that in the beginning the firms advertising had the advantage in recruiting sales personnel because they could furnish leads. Whereas, the others expected their salesmen to secure their own leads.

After a salesman got into the program and was thoroughly trained in selling freezers on the food plan, he preferred to get his own leads because they resulted in more orders per call.

You would be surprised how many freezers have been sold—especially in the larger towns and cities in our territory, which have seen very little use. An empty freezer does not help sell another freezer to the user's friends or neighbors.

About a month ago I called on a user of an 18 cu. ft. freezer in Atlanta. It was a family of four. This freezer had been purchased last April but not on a food plan. In this freezer there were some frozen peaches which the madam said were wonderful, which she had frozen herself.

There were only a few packages of meat, a couple of chickens and very little else. They had purchased a



THE PAST, PRESENT, AND FUTURE of freezer-food plans were discussed by a panel of distributors at Amana's sales convention at Cedar Rapids, Iowa. Chairman of the panel, at the microphone, is William Hull, appliance sales manager, of ZCMI Wholesale Distributors, Salt Lake City. Members of the panel who spoke are shown seated (l. to r.): William Reedy, Edwards-Harris Co., Atlanta; William Campbell, sales manager of appliance division, The Parker Co., Denver; and Ed Nystrom, president, Amana-Seattle, Seattle. Standing near the table is E. L. Hinchliff, Amana sales manager, who presided at the meeting.

hind quarter of beef from a locker plant, but there was so much round steak they became sick of it and decided they would never buy another quarter of beef.

What this woman needed was the split side as sold by the food plans and more instruction on how to use her freezer. These things the users are getting from the specialty selling done by the food plan operators.

I was not in the appliance business before the war, but my employers who were, tell me that in those days the appliance dealer had salesmen

who specialized in one of the products he sold. If the man was a good washing machine salesman he stayed on washing machines. If he was a good refrigerator salesman he stayed on refrigerators.

Since the war there has been such a demand for all kinds of appliances, the dealer could sell most any kind of appliance right in his store. Manufacturers began to think also that they should have a full line of appliances to sell this dealer, and many of them have been getting into complete lines.

LOOK AHEAD

1 YEAR

5 YEARS

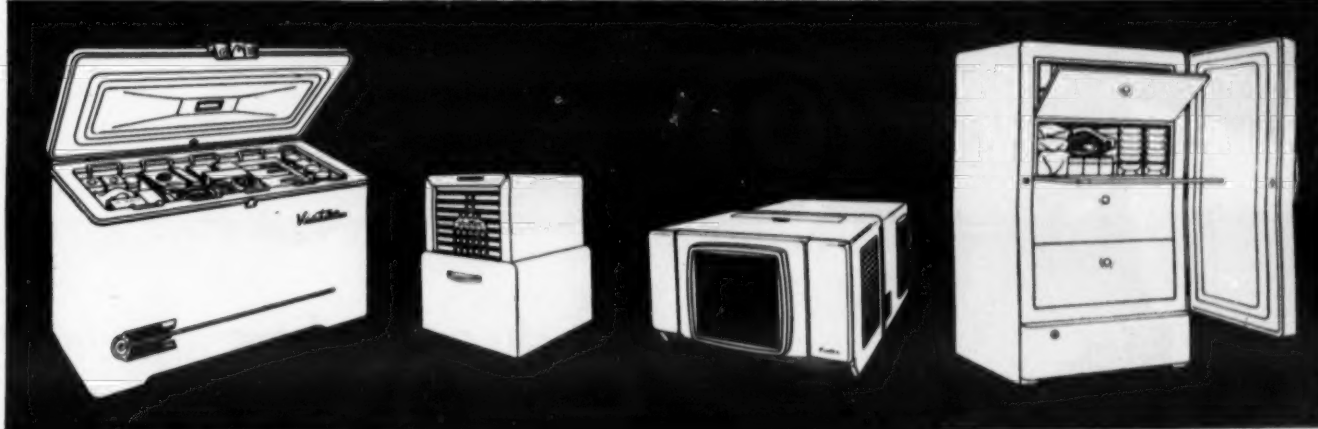
10 YEARS

—and you'll buy Victor today

... The Complete Line

... The Heavily Advertised Line

... The Dependable Line



First in quality—design—value—sales features... That's what the VICTOR trademark stands for on VICTOR Quickfreezers, Dehumidifiers, and Room Air Conditioners. With a record of over 30 years of leadership in the low temperature cooling field, VICTOR is forging ahead for the future... new fast selling designs, backed by impressive national advertising to tell and sell millions of Americans. Look ahead... 1 Year... 5 Years... 10 Years. Send for details on the complete VICTOR line... the valuable VICTOR Franchise.



FIRST NAME
IN
QUICKFREEZERS



UNSURPASSED QUALITY
and Value in FREEZERS
DEHUMIDIFIERS • AIR CONDITIONERS

VICTOR PRODUCTS CORPORATION
HAGERSTOWN, MARYLAND
Gentlemen: Please send complete details on the Victor products checked below.

- ☐ Upright Quickfreezers
- ☐ Chest-Type Quickfreezers
- ☐ Air Conditioners
- ☐ Dehumidifiers
- ☐ Beverage Coolers
- ☐ Milk Coolers
- ☐ Self-Service Frozen Food Merchandisers
- ☐ Ice Makers
- ☐ Sterilizers
- ☐ Walk in High Temperature, Low Temperature Rooms
- ☐ Reach-in Refrigerators
- ☐ Triple Deck Merchandisers
- ☐ Self-Service Cases
- ☐ Service Cases

Name _____
Address _____
City _____
State _____

To make a "GOOD CONNECTION" Call RIVERSIDE!

This rubber-encased connector links a refrigerator relay with a Fusite hermetic terminal, which is welded to the compressor. Originally, the connector had a brittle plastic case which presented various problems. Our engineers suggested a molded rubber case, also redesigned the contacts. Resulting improvements: (1) Greater structural strength, (2) Elimination of damage in handling, (3) Faster assembly, (4) Better electrical contact, (5) Higher "pull-out" rating. And if you have problems involving the design or production of similar or more intricate assemblies, you too, can "make a good connection!" Just write or call us, without obligation, for engineering recommendations.

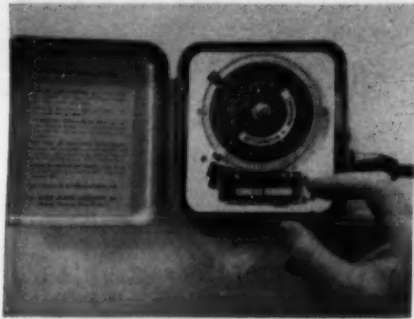
RIVERSIDE MANUFACTURING
AND ELECTRICAL SUPPLY COMPANY
10233 Michigan Ave., Dearborn, Mich., Tiffany 6-6800
WIRING HARNESSES AND ASSEMBLIES • CORD SETS • HEATER
AND EXTENSION CORDS • SWITCHES • MOLDED RUBBER PRODUCTS

VICTOR PRODUCTS CORPORATION • HAGERSTOWN, MARYLAND

What's New

When requesting further information on new products, please use "Information Center" form.

Tork Time Switch Will Turn Air Conditioners On, Off



KEY NO. C-3120

MT. VERNON, N. Y.—A new portable plug-in time switch that can be used to automatically turn an air conditioner on and off at specified times each day has been announced by Tork Clock Co., Inc. Called the Tork No. 919, the device is 24-hour automatic and Telechron motored. By means of two settings, it will turn electrical devices on and then turn them off at the exact times designated. Once set, it needs no further adjustment.

To control an air conditioner, for example, plug the 919 into a wall outlet and then plug the air conditioner into the outlet on the Tork time switch. Set the trippers for "on" at 8 a.m. and "off" at 7 p.m. That's all. The 919 will turn the unit on each morning and off each night.

The time switch also has manual levers so that you may turn the air conditioner off or on at a different hour as needed without altering the master cycle. To change the cycle, just reset the trippers.

Another use suggested by the manufacturer is to protect against prowlers. During vacation periods, connect a lamp or two and a radio to the 919. Each evening, the Tork will turn them on for a few hours and then off again.

In operation, the cover is kept closed and all moving parts are concealed in the silver hammertone case. Four rubber legs permit it to stand without marring finishes. It can also be hung on a single nail on a wall surface. The unit measures 5 by 5 by 3 1/2 in.

A 6-ft. extension cord, UL approved, is provided. The unit operates on a.c. only but has a capacity of 1,650 watts. As many appliances as desired, up to that capacity, may be operated at one time from the side tap.

The Tork 919 retails at \$13.95. Extra operating trippers for additional settings retail at 50 cents per pair, and up to three pair may be used on the device. An omitting device, making it possible to skip certain days without altering the cycle, retails for \$3.



Loudon Offers Upright Freezers in 3 Models

KEY NO. C-3121

MINNEAPOLIS—Loudon Mfg. & Sales, Inc. here is manufacturing "super deluxe" upright freezers in three sizes—16 1/2, 22, and 28 cu. ft., it was announced recently by R. J. Loudon, president.

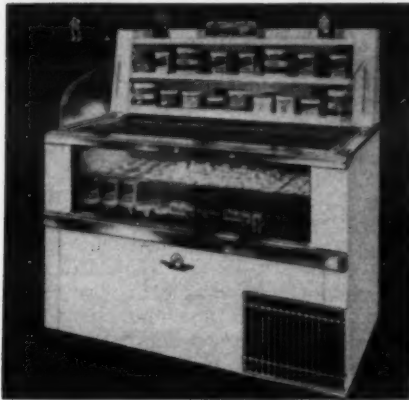
Describing features of the 22-cu. ft. unit, Loudon said it has three freezer plate shelves, coiling in the top and bottom, and 4 in. of "Therma-Fibre Positive Vapor Seal" (5 in. on the bottom).

Outside finish is a baked white "Dulux" on 20-ga. "paint-grip" steel. The interior is finished in aluminum hammertone.

Tecumseh units are used. Cabinets can be furnished with inner doors.

Other features include all-steel construction, 14 sq. ft. of quick-freezing area, and a built-in lock handle.

Ace Milk Display Case Has Open Front Design



KEY NO. C-3122

NEW BEDFORD, Mass.—A new full vision display cabinet with a capacity of 150 qts. of milk has recently been introduced by Ace Cabinet Corp. here.

A heavy-duty evaporator with rugged fan and motor provides positive air circulation. Outside shell is constructed of all-welded steel, rust-proofed and finished with high-gloss double-baked white enamel, according to the manufacturer.

Recessed toe space is finished in black. Top is highly polished stainless steel. Insulation is provided by low thermal conductivity cork board and rigid glass fiber, fully sealed against moisture and vapor infiltration.

The open top design of the cabinet eliminates space concealment and the 3-ply Thermopane front allows complete visibility for front product display.

Refrigeration is furnished by a heavy duty, hermetically sealed condensing unit. The condensing unit is mounted on a convenient "glide-out" mechanism for easy cleaning and servicing.

Condensation is kept at an absolute minimum by the introduction of a low wattage heating element in the rubber moulding around the front of the Thermopane. This helps to retard condensation considerably and always assures visibility of the interior.

Exterior dimensions of the cabinet are 56 1/4 in. long, 54 1/2 in. high, 32 1/2 in. deep. Height less superstructure is 36 1/2 in.

Shipping weight is approximately 700 lbs.



Pliers Pinch Off Tubing To Stop Gas, Liquid Leak

KEY NO. C-3123

DE WITT, Neb.—A new emergency tool for the refrigeration industry is the "Vise-Grip Pinch-Off" pliers manufactured by Petersen Mfg. Co. here.

For use in case of a gas or liquid leak, the tool pinches off copper tubing instantly, according to the company. Jaws lock by a squeeze of the hand, leaving both hands free.

An end screw quickly adjusts jaws to fit any size tubing up to and including 1/2 in. A special lock nut is provided so that "bite" can be preset to any special size.

The 7-in. tool is priced at \$2.15. It will be sold through refrigeration equipment distributors, hardware distributors, and mill supply distributors.



Stop service calls . . . keep out rust and sludge . . . open new doors to sales acceptance!—with coolers, ice-makers, sell "Taste-Master"!—checks chlorine, traps sediment; promotes service-free satisfaction with all water processing appliances. Write—

Filtrine MANUFACTURING CO.
BROOKLYN 38 • N. Y.
"Water Coolers and Filters for 40 Years"

Who said only cucumbers are cool?

... keep customers contented regardless of the weather . . . with Worthington air conditioning.

No distributor has a more complete line at his fingertips than the Worthington distributor. He can handle any job with exactly the right equipment.

Advertising? You'll find the Worthington story in TIME, NEWSWEEK, and many other magazines read by architects, builders, contractors, food producers, frozen food producers and by key men throughout such industries as chemical and petroleum.

Worthington Corporation, Air Conditioning and Refrigeration Division, Harrison, New Jersey.

One of the most effective selling points for Worthington air conditioning and refrigeration is this: *America's leaders... in many businesses... select Worthington.*

For example: more and more of the country's foremost frozen food producers depend on Worthington refrigeration for the fast freezing which insures that fresh-picked flavor.

And more and more food outlets of every size protect produce

WORTHINGTON

AIR CONDITIONING AND REFRIGERATION

A Balanced Line... A Balanced Franchise

Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

What's New or Current Literature Available

Key No.	Key No.
Key No.	Key No.
Key No.	Key No.
Key No.	Key No.

Products Advertised

(list name, page, and issue date)

.....

.....

.....

.....

(PLEASE PRINT PLAINLY)

Name Title

Company

Street

City Zone State

Type of Business

MAIL THIS FORM TO

AIR CONDITIONING & REFRIGERATION NEWS
Reader Service Dept.
450 W. FORT ST. DETROIT 26, MICHIGAN



Current LITERATURE available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

Baltimore Aircoil Issues Evap. Condenser Manual

—KEY NO. O-310—

BALTIMORE—A 28-page manual devoted to the installation, operation, and maintenance of evaporative condensers has been prepared by Baltimore Aircoil Co., Inc., here.

Although the manual refers occasionally to its own line of evaporative condensers, the company emphasizes that the basic data covering theory, selection, installation, and maintenance will apply to any make.

First section briefly outlines the theory of this type of water-saving equipment, and then the well illustrated text goes into problems of selection, controls, location, supports, piping, etc.

Second section of the manual is devoted to maintenance procedures.

The manual is fully illustrated with many drawings and charts. It is available upon request.

New Home Freezer Book Aids Locker Operator

—KEY NO. O-311—

ELIZABETHTOWN, Pa. — A new book called "The Home Freezer Book for Better Living" is being strongly recommended to locker operators by the National Frozen Food Locker Institute here.

The book was written by Mrs. Zella Boutell of Santa Barbara, Calif., and is published by Viking Press of New York City.

Robert L. Madeira, institute executive secretary, said Mrs. Boutell "approaches the whole problem of home freezer use and management from the locker operator's point of view. She mentions the locker operator countless times throughout the book's 405 pages and constantly emphasizes the importance of the lockerman in supplying meats and frozen foods, processing, packaging supplies, and other services and advice."

He said the retail price of the book was \$4.95 but locker operators could get copies at discounts ranging from 33 1/3 to 44%, depending on quantity ordered.

A self-shipper containing 24 copies of the book opens up into a counter display, he added.

He suggested that the locker operator present a complimentary copy to the home economics teacher in their school. He pointed out that wide distribution of the book would go a long way in helping to promote the locker industry.

Allen-Bradley Catalogs Line of Motor Controls

—KEY NO. O-312—

MILWAUKEE—The Allen-Bradley Co. here has released a new 28-page bulletin entitled "Quality Line of Motor Controls for All Industries."

The bulletin contains the most important items in Allen-Bradley's line of standard motor control apparatus. Controls, starters, and accessories are described and their applications listed. One section gives glimpses behind the scenes of Allen-Bradley Co.

Hamilton Issues Revised Teaching Plan on Dryers

—KEY NO. O-313—

TWO RIVERS, Wis.—The Hamilton Mfg. Co. here has recently announced the publication of a revised edition of their booklet entitled "An Automatic Clothes Dryer Teaching Plan."

This teaching plan appeared as a sub-section in the magazine "What's New In Home Economics" and is now available from the manufacturer upon request.

This illustrated, eight-page booklet contains five lessons on (1) advantages of an automatic clothes dryer (2) construction (3) operation (4) efficient use (5) points to consider in purchasing a dryer.

The lessons are designed for adaptation to individual teaching needs and interests. Projects, discussions, and demonstrations are suggested to increase class interest.

Schools, utilities, distributors, and dealers should find the plan useful as an aid in conducting sales meetings, cooking, and laundry clinics, the manufacturer said.

Sherer Issues Sheet on Multi-Purpose Merchandiser

—KEY NO. O-314—

MARSHALL, Mich.—A catalog page on the new Sherer model UL3200MB multi-purpose merchandiser for vegetables, dairy products, and fruit was issued recently by the Sherer-Gillett Co. here. The sheet pictures the case in color and gives complete specifications.

Catalog Lists Chromalox Electric Comfort Heaters

—KEY NO. O-315—

PITTSBURGH—Chromalox electric comfort heaters of every type, size, and rating are described and illustrated in a new 8-page catalog issued by Edwin L. Wiegand Co. here.

A quick selector chart shows how to calculate heat requirements for given areas and types of buildings.

The catalog lists 75 different models of forced air, convection, and radiant heaters in capacities of 1/4 to 100 kilowatts.

In this wide selection are heaters

suitable for heating anything from a small office to a complete building, while the radiant comfort heaters shown can be used for keeping men warm in open or semi-exposed areas, such as shipping docks, box cars, and the like where any other heat is ineffective.

Many Chromalox units have built-in thermostats; suitable controls for others, and how to choose them, are described in the new catalog.

U. S. Radiator Catalog Lists AirFlow Convectors

—KEY NO. O-316—

DETROIT—A new catalog on U. S. "AirFlow" convectors is announced by W. C. McCord, president of United States Radiator Corp.

The new catalog, available without charge, contains all necessary information for calculation and roughing-in of convector installations, including ratings, dimensions, and technical data.

Each type of convector is fully illustrated, including exploded views designed to show the interior construction.

SUMMER STARTS APRIL 20th FOR FEDDERS DEALERS

...with the BIGGEST ad...the strongest SELLING IDEA in Industry History!

APRIL 20th

YOUR FEDDERS DEALER SAYS: GIVE YOURSELF A GUARANTEED

5 Year Vacation

GET AWAY FOREVER FROM HOT, MUGGY WEATHER!

Start now! \$3 down, \$3 a week—delivers you a Fedders Room Air Conditioner when hot weather hits!



Exclusive Built-In Weather Bureau! Gives constant cool air! Reliability for air to maintain freedom! Filters dust, dirt, and pollen!

YES, you can have a 5 Year Vacation from hot, muggy weather right in your own home! You can live in beautiful summer comfort all day long on a budget! Fedders Room Air Conditioners are built-in weather bureaus. They give you a 5 Year Vacation from hot, muggy weather. They give you a 5 Year Vacation from hot, muggy weather. They give you a 5 Year Vacation from hot, muggy weather.



Push a button for the exact climate you want with Fedders amazing new Built-In Weather Bureau!

FEDDERS

COME IN AND JOIN THE FEDDERS 5 YEAR VACATION CLUB. NOW!



FEDDERS



will help you get it with the biggest sales campaign ever devoted to dehumidifiers!

WHEN the April 20th issue of LIFE hits the stands, it's going to start a tropical heat wave for Fedders Room Air Conditioner Dealers! The 2-page spread shown at left is just a part of Fedders 3-page-plus LIFE ad... biggest, most expensive ever run in the industry...but take a look at it and you'll see why it's going to bring in customers way ahead of the normal season.

It's got the STOPPING POWER of an elephant gun...is there anybody who doesn't want a 5-year vacation from hot, muggy weather?

It's got PRICE APPEAL... without any cut-price, cut-profit shenanigans. It presents the most exciting DEMONSTRATION FEATURE ever offered on a room unit... Fedders Built-In Weather Bureau... "The weather you want at the flick of a button!" And this history-making Fedders ad is going to tell people where to buy. The third page in LIFE lists over 1000 of Fedders hardest-selling dealers. With a sharp off-season selling hook like this, no wonder summer starts April 20th for Fedders dealers! Are you selling Fedders?

If not, better hurry...tie-in... don't let easy profits pass you by. Call your distributor right away or write Fedders-Quigan Corp., Dept. AC-2, Buffalo 7, N. Y.

FEDDERS ELECTRIC DEHUMIDIFIER

'53 is going to be a bigger year than ever before for Fedders handy "Electric Sponge"! It's got more applications than any other appliance you can name (except a room air conditioner)...a huge unscratched market. And Fedders

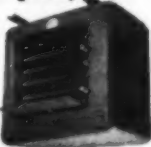
Tenney's on the Move!



...with top-flight refrigeration equipment like this unit cooler—backed by the finest engineering and a fair, rock-solid distributor policy.

Interested...?

Talk it over with



Tenney's ENGINEERING, INCORPORATED 3411 Newark, New Jersey

Crosley Appoints Smith To Manage A. C. Sales

CINCINNATI — Appointment of Donald C. Smith as manager of air conditioning sales was announced recently by F. F. Duggan, general sales manager for appliances of Crosley Div., Avco Mfg. Corp.



D. C. Smith

Smith, who is a native of Kalamazoo, Mich., and attended Western State college, has had wide experience in the appliance field over a number of years, embracing retail, wholesale, and manufacturing backgrounds.

He comes to Crosley from Williams & Shelton Co., a distributing organization of Charlotte, N. C., where he served as general manager. He is a former Hotpoint factory sales executive.

Jerles Joins Orlando Firm As V. Pres., Gen. Manager

ORLANDO, Fla.—C. Steve Waters, president of Waters Equipment Co. here, has announced the appointment of James B. Jerles as vice president and general manager.

The company, with offices in both Orlando and Jacksonville, claims to be the largest commercial refrigeration and air conditioning concern in central Florida.

Jerles was formerly manager of Toothaker Frigidaire Co. in Newark, Ohio. He has an extensive background in the refrigeration and air conditioning sales and service field, including several years of training and experience in the service division of Frigidaire and six years in a similar capacity in Cambridge, Ohio.

Waters, who formed the Orlando company in 1944, said that the addition of Jerles to his staff was a part of the broad expansion program planned for Waters Equipment.

A number of new lines of commercial equipment have been added.

Egan Appointed Assistant To President of Carrier

SYRACUSE, N. Y.—Promotion of William C. Egan to assistant to the president of Carrier Corp. is announced by Cloud Wampler, president.



W. C. Egan

Formerly in the investment banking business in Chicago, Egan has been with the Carrier organization since 1942.

In 1952, he became district dealer manager with headquarters in Cleveland. He is being succeeded in that post by H. W. Branson, formerly branch dealer manager at the Cincinnati office.

A 1936 graduate of Harvard university, Egan started with Carrier in the Manufacturing Div. on important wartime defense projects. With the end of the war, Egan moved into sales promotion where he specialized on food freezers and room air conditioners.

In 1948 he assumed a sales position in the Midwest area with headquarters in Chicago. The following year he returned to Syracuse to head up sales promotion on room air conditioners, moving back to Chicago in charge of regional merchandising in 1951.

Radtko Elected President of Cincinnati Electric Assn.

CINCINNATI — Arthur Radtko, vice president and general manager of the Cincinnati Air Conditioning Co., Carrier distributor, has been elected president of the Cincinnati Electrical Association, a promotional group representing the local air conditioning industry, manufacturers, contractors, major appliances, radio and television, and the local utility — Cincinnati Gas and Electric Co.



Arthur Radtko

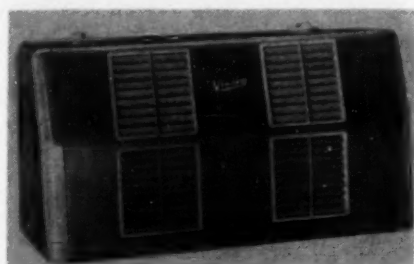
Other officers of the association include William Meek, district manager of Westinghouse Electric Supply Co., first vice president; Felix Kahn, head of Home Products Co., second vice president; Edward Hodgetts, promotional manager of the utility, secretary; and Emil Glaser, president of the F. D. Lawrence Electric Co., treasurer.

Edward J. McGinnis continues as full-time executive manager.

Farr Appoints Three New Midwest Representatives

LOS ANGELES—Three new representatives are announced by Farr Co. here, manufacturer of "Far-Air" filters and air filtration equipment.

They are the Johnson Filter Sales Co., Cleveland; the Pittsburgh Air Filter Service Co., Pittsburgh; and Air Filter Sales & Service-Detroit, Detroit.



VIKING REFRIGERATORS, INC. enters room cooler field with models from 1/2 to 1 hp.

Viking Room Coolers --

(Concluded from Page 1)

exhaust are another interesting feature of this line. Stale air may be drawn from the room without cooling mechanism being in operation.

Four-way adjustable grille louvers allow conditioned air to be channeled in any direction desired, "providing virtually draft-free ventilation."

All Viking units are equipped with an air filter which traps dust, dirt, and pollens. The filter is easily removed for cleaning or replacement. All Viking room air conditioners are also dehumidifiers.

Size of steel cabinet is identical for all models. Dimensions are 28 in. wide, 15 1/2 in. high, and 29 in. deep. The company says that units are quickly and easily installed in any double-hung window. Cabinets are finished in deekle-finish Sierra brown enamel.

One-half and 3/4-hp. models are equipped with a 115-volt a.c. 60-cycle, single-phase General Electric motor. The 1-hp. model has a 230-volt a.c. 60-cycle, single-phase General Electric motor.

Fedders Names Two New Room Cooler Distributors

BUFFALO—Fedders-Quigan Corp. announces the appointment of two new distributors for its line of room air conditioners. They are J. B. Mitchell Co., Baltimore, and Ludwig Hommel & Co., Pittsburgh.

ACRMA Estimates '52 Room Cooler Sales At 412,000 Units

WASHINGTON, D. C. — Releasing its estimates of manufacturers' shipments and distributors' sales of room air conditioners in 1952, the Air Conditioning & Refrigerating Machinery Association said actual sales to users are believed to have approximated 412,000 units.

ACRMA estimated that 341,000 units with a manufacturers' sales value of \$66,180,000 were shipped by producers during 1952, compared with 237,490 valued at \$45,824,000 in 1951.

The 1952 totals include 330,770 window-sill type air conditioners with a manufacturers' sales value of \$61,755,000, and 10,230 console (floor) type units valued at \$4,425,000.

These figures were compared with the 1951 estimate of 228,964 window-sill type units valued at \$42,442,000, and 8,526 console-type units with a manufacturers' sales value of \$3,382,000.

The estimates for 1952 include shipments by all manufacturers, both ACRMA-member companies and non-members. The figures for 1951 are manufacturers' shipments as reported to the Bureau of the Census.

"Based on a comparison of manufacturer and distributor inventories at the beginning of 1952 and inventories near the close of the year, 412,000 room air conditioning units are estimated to have moved into dealer hands during the year," the association said.

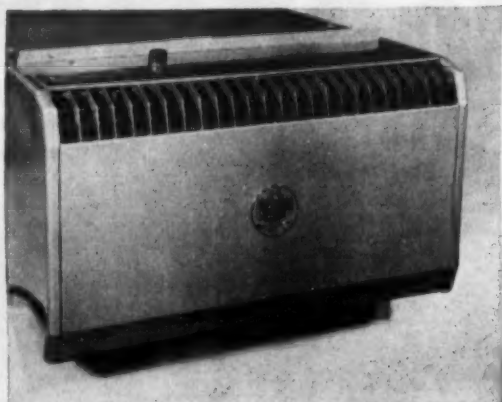
"The 412,000-unit figure is believed to at least approximate the actual sales of room air conditioners to users during 1952. Dealer stocks at the end of the year are known to be substantially less than in January, 1952, but actual figures are not available."

FRIEDRICH CREATES SELLING SENSATION WITH *FRIEDRICH Floating Air* ROOM CONDITIONERS!

...New! Units introduced last Fall sold out production first week.

FOR QUIETNESS
COLD-AIR OUTPUT
APPEARANCE
STURDY CONSTRUCTION
FRIEDRICH

ROOM-CONDITIONERS
LEAD THE FIELD
YET THEY'RE PRICED
WITH THE LOWEST!



MORE than 70 years of heavy-duty commercial refrigeration experience has gone into these room conditioners. They are built to deliver more cold air under severe climatic conditions and to stand up under constant use without service difficulties.

Your customers will go for these features:

1. Heavy duty cooling capacity.
2. Complete humidity control.
3. Quiet operation — insulation against noise.

4. Simple to operate.
5. Wide choice of air direction.
6. Inconspicuous — only 9 1/2" into room.
7. Handsome styling in bonderized steel and baked enamel.
8. Five-year warranty.

You'll go for the easy installation, the trouble-free operation and our policies: no fancy terms, no advertising allowance—just low prices for maximum turn-over and profits.

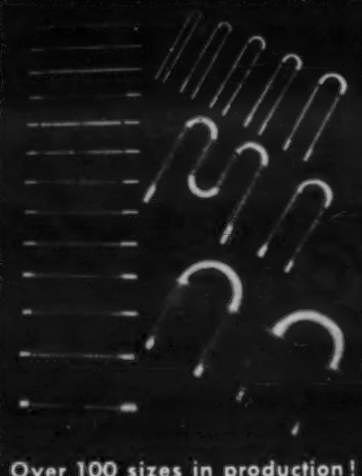
Write for details on exclusive territories —
first come, first served — better wire!

FRIEDRICH REFRIGERATORS INC.

1117 EAST COMMERCE, SAN ANTONIO 5, TEXAS

RO-FIN TUBES

Ideal Surface for Heat Transfer



Over 100 sizes in production!

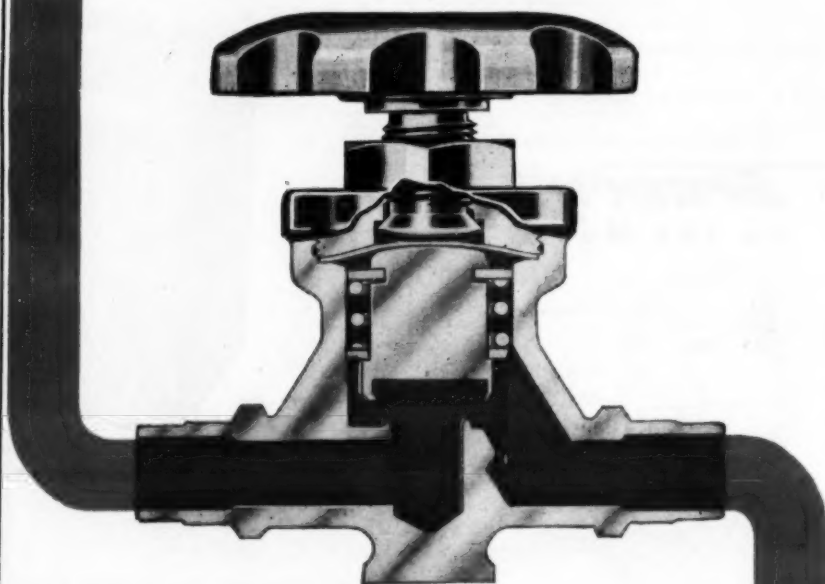
ROME

TURKEY RADIATOR COMPANY

222 Canal St. • Rome • New York

A longer-life line!

The valve that has all the inherent rugged qualities needed for tough, in-line, use. You'll find that the construction—from the precision internal parts to the husky brass body—will serve you best under all conditions.



Metal-to-metal backseat

Operates under normal pressure, in reverse flow

Multiple metal diaphragms

Silver solder without removing internal assembly

"Suprex" long wearing seat insert

Your line is as efficient as the valve you use . . . remember to ask your wholesaler for Superior Line Valves

Superior

valve and fittings co.

Pittsburgh 26, Pa.



What Was New

At the Air Conditioning Exposition



—KEY NO. C-310—

PLUG-IN THERMOSTAT developed by Perflex makes installation of thermostatic control for room coolers and heaters a simple matter, Dale Cook of Perflex explains to W. H. Borchers of Lowden & Co., Chicago. Thermostat mounts on wall, and cord with special plug is inserted into conventional wall outlet. Cord from conditioner then is placed in special plug.



—KEY NO. C-311—

WITH RESIDENTIAL air conditioning now the "hottest" thing in the industry, cooling towers for such installations also attract attention. Here Paul J. Siruck and Don Freund, McHenry, Ill. heating contractors, inspect a Goodfellow model CF3 tower.



—KEY NO. C-312—

"CEILING HIDEAWAY"—BLOWER AND COIL UNIT FOR INSTALLATION OVER ENTRANCE WAY, closet, hall, or other such place, was shown by International Mfg. Co. Designed for water, but modification of the coil and addition of an expansion valve makes it applicable with a refrigerant circuit. A 6-in. duct extension furnished as standard equipment provides for through-the-wall installation without additional ductwork. James D. Harden (left), of International and Gene Smith of Los Angeles look up at model installed in cutaway closet.



—KEY NO. C-313—

SELF-WASHING is accomplished in Far-Air filter bank by means of built-in piping and spray nozzles, Tom Boyle (left), Milwaukee representative of the Farr Co., is reminded by J. D. McCampbell, sales manager.



—KEY NO. C-314—

AIR CONDITIONER introduced by the Heil Co., furnace manufacturer, is available in 2, 3, or 5-ton sizes to match the company's line of gas or oil-fired heating equipment, George Hochstein (left), sales manager, explains to Kurt Meyer of Meyer Supply Co., Chicago heating distributor.

The Simplest Way to SOLVE SCALE PROBLEMS

Proven Uses Include

- ALL PIPING SYSTEMS
- CONDENSERS (most types)
- COOLING TOWERS
- ENGINES & COMPRESSORS
- CUBE & FLAKE ICE MAKERS
- BOILERS (to 175# wp)
- and many others

Flow Line Type Available for Deep Well Pumps

SOLD ON 90-DAY MONEY BACK GUARANTEE

SIZES
SCREWED 1/2" through 2"
FLANGED 2" through 12"

EVIS MANUFACTURING COMPANY
40 Boardman Place • San Francisco 3, California
© 1953 EVIS MFG. CO.

5 WAYS TO *Save* with ALCO 402 Thermo Valves.....

SAVE SPACE—Squeezes into tight spots.

SAVE INSTALLATION TIME—Liquid charge permits quick mounting in any location, any position.

SAVE SERVICE TIME—Simple construction with all adjustments sized for standard service wrench. Removable strainer for two-minute cleaning.

SAVE MOTORS—Separate pressure limiting element prevents overload.

SAVE MONEY—These thrifty features add up to big dollar savings for you and your customers.

ALCO VALVE CO.
853 KINGSLAND AVE. • ST. LOUIS 5, MO.

REGIONAL DISTRIBUTORS

WHITTIER (Calif.)
KEN-EVIS COMPANY
1114 E. W. Butler, OX 9-2211

SAN BERNARDINO (Calif.)
KNUPPE & WRIGHT
220 E. 4th St., ME 8-7836

SAN FRANCISCO
NORTH-EVIS AGENCY
740 Mission Ave., ME 7-1822

RENO
WATER CONDITIONED SALES CORP.
Western Ames Life Bldg., 2-3699

SEATTLE
EVIS-NORTHWEST CORP.
2417 E. Marginal Way, ME 6-1116

CHICAGO
EVIS-GREAT LAKES COMPANY
200 N. Wabash Ave., ME 2-3948

OMAHA
EVIS-MIDWEST, INC.
1301 Dodge St., J 4-7044

DALLAS
EVIS-SOUTHWEST CO.
6837 Cherry Lane, ME 6-1137

ATLANTA
EVIS-SOUTHEAST CO.
115 Spring St., N.E. 4-9211

PHILADELPHIA
EVIS-MID-EAST CO.
4 E. Richmond St., NE 4-8703

ALBANY (New York)
EVIS-NORTHEAST CO.
37 Rappley Dr., UN 9-7921

EXCLUSIVE MARINE DIST.
MORAN-EVIS CO., SAN FRANCISCO
1420 Market St., DO 2-4565

What Was New

At the Air Conditioning Exposition



—KEY NO. C-316—

NEW HERMETIC system developed by General Electric for self-contained air conditioners is so designed that entire system, including coil, drain pan, sealed unit, and piping is on a single frame that will slide out for repair or complete replacement. Unit shall not only houses motor and compressor, but condenser and receiver as well. A. R. Hadley (left), Chicago contractor, learns from Victor L. Primeau of R. Cooper, Jr. Models are available in broad range of sizes.



—KEY NO. C-317—

YEAR-ROUND air conditioning is now being made available by Waterman-Waterbury Co., furnace manufacturer, with the introduction of cooling units in 1½, 3, and 5-ton capacities. James Bazille (left) demonstrates damper arrangement in duct connecting 1½-ton cooling unit to gas-fired furnace for L. B. Rasmussen of O'Day Equipment, Inc., Fargo, N. D.



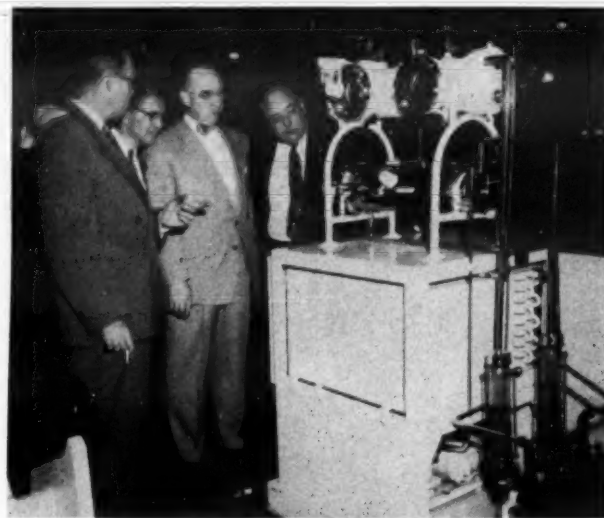
—KEY NO. C-318—

BASEBOARD DIFFUSER developed by Titus, Inc. for perimeter heating and cooling systems is claimed to give complete floor to ceiling diffusion over 180°. Jack Smith, Titus sales manager, explains to R. G. Bigelow (right) of Northwestern university.



—KEY NO. C-319—

PANELIZED CONTROLS are a logical development that can be expected to accompany the boom in year-round residential air conditioning. R. V. Clark (center) of Penn Controls explains to Ken Wallace (left) and Martin Schlessinger of Ken Wallace, Inc., Dallas contractor. Instead of the various controls being located at various places, they would be grouped in a single panel, providing a saving to the manufacturer and simplifying servicing.



—KEY NO. C-3110—

NUMEROUS COMPONENTS produced by Bell & Gossett for refrigeration systems are demonstrated in this special operating refrigeration cycle. F. C. Hackett (left) points out to J. W. LeRay, Art Bartley, and P. E. Treese.



YORK'S LINE OF ROOM AIR CONDITIONERS FOR 1953



It's good to be a York dealer.

He has the line to meet every customer demand. He will sell (at full profit) every unit he buys. His distributor has a service organization trained to the exacting standards of York—the name in mechanical cooling.

Specifications and models subject to change without notice.

He is supported by an organization which has been trained and developed over the past 68 years in only one interest . . . mechanical cooling. He also gets from York intelligent, practical sales promotion material, and an advertising program as large as it is "on the ball".



THE BIG ADVANCES COME FROM **YORK**
HEADQUARTERS FOR MECHANICAL COOLING . . . SINCE 1885

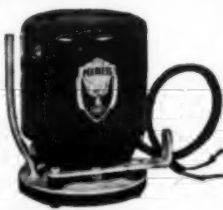


—KEY NO. C-3111—

PACKAGED, SELF-REACTIVATING CHEMICAL DEHUMIDIFIER for use with air conditioning systems or for industrial dehydrating work was shown by Dryomatic Corp. Anthony Hass of the company operates one of simple button controls on Model 130 in the package line of equipment. With a deep bed of silica gel, this equipment is said to be able to maintain relative humidities as low as 5% in areas up to 30,000 cu. ft.

Buy Peerless FOR PERFORMANCE

DRIP-PUMP
for
Condensate
on Air
Conditioners



The Peerless Drip-Pump solves the troublesome drainage problem—on air conditioners, coolers, refrigerators and other machines where condensate is present—by eliminating hazardous gravity drains altogether! The Drip-Pump lifts condensate up and out, overhead . . . saves valuable space.

Illustration shows Model DP-2 high capacity lift pump for air conditioner applications. Also available is Model DP-1 packless centrifugal type pump, driven by "flea-power" motor . . . the ideal pump for use for dome, unit or flash coolers. Both models are ruggedly built for long, hard service; easily and quickly installed. Write for full information.

Peerless of America, Inc.

1501 No. Magnolia, Avenue
Chicago 22, Illinois, U.S.A.

Important Opening For Heating Expert

Opportunity knocks for man who knows forced air heating business inside and out . . . who has up-to-date working knowledge of distribution problems and trade practices. Sales department of nationally known air conditioning manufacturer needs your experience to launch sensational new year 'round unit for both winter heating and summer cooling. Attractive salary for properly qualified man—unlimited opportunity in fast expanding market. Should be under 40 and free to travel. Don't pass this one up—write Box 4234, Air Conditioning & Refrigeration News today giving complete background.

Replies will be held confidential.



Cleaning Coils (2)

Gravity Method, Though Too Slow for Average Use, Has Important Application

Editor's Note: Servicemen or contractors who've ever had the problem of cleaning a water-cooled condenser or extended surface coils used for steam or hot water heating will find the accompanying article of interest.

Prepared by the Trane Co. and reprinted with permission from the company's "Weather Magic", the article offers several suggestions on how to clean these coils and maintain clean operating conditions. This is the first of two instalments.

Even though the forced circulation method of cleaning coils is generally accepted as the best method, there are times when the gravity method of introducing the descalant must be used. In most cases, however, the gravity method is too slow for anyone actively engaged in the business of cleaning coils. But, if the gravity method must be employed, here is one that can be used effectively, as shown in Fig. 2.

Disconnect coil supply and return lines, close valves 2, 5 and 3. Drain all water from coil out drain valve 4. Close valves 1, 2 and 4 and open valves 5 and 3. Then introduce into the coil by gravity, according to the diagram, a cold solution of an acid acting descalant having a concentration of 15 to 20%. Use the same type of acid action descalant and inhibitor as you would use if employing the forced circulation method.

In many instances where heavy deposits have been permitted to form in the coil, it may be necessary to utilize several charges of the descalant in order to completely dissolve all scale formations. Cleaning should be

completed after the last charge of depleted descalant has been drained from the unit by flushing with water and after the coil has been neutralized with any of several alkaline solutions made available by the manufacturers of the descalants.

To determine when the coil has been thoroughly cleaned and descaled, use the titration test kit furnished by the manufacturer of the descalant, changing the charge as needed.

To remove slime formed by algae and similar substances, the following procedure has been used effectively:

Employ the forced circulation method described before, using in the barrel any of several detergents made available by cleaning compound manufacturers. For best results, dissolve the detergent in 150° F. water. If the coil being cleaned is the condenser of a refrigeration system, cold or lukewarm water should be used since hot water will raise the head pressure in the refrigeration lines to a dangerously high degree. After cleaning is completed, the water side (or tubes) should be checked for "Freon" leaks with a halide leak detector.

Allow the pump enough operating time to permit the cleaning solution to soften and loosen the slime and soil from all surfaces. Then turn off the pump, drain the dirty solution from the barrel, pump, and coil. Refill the barrel with fresh water and flush the coil by starting the pump. Next, disconnect the system and allow to drain completely.

Unfortunately, in many instances, the forced circulation method will not provide enough velocity to the solution to dislodge the mud and

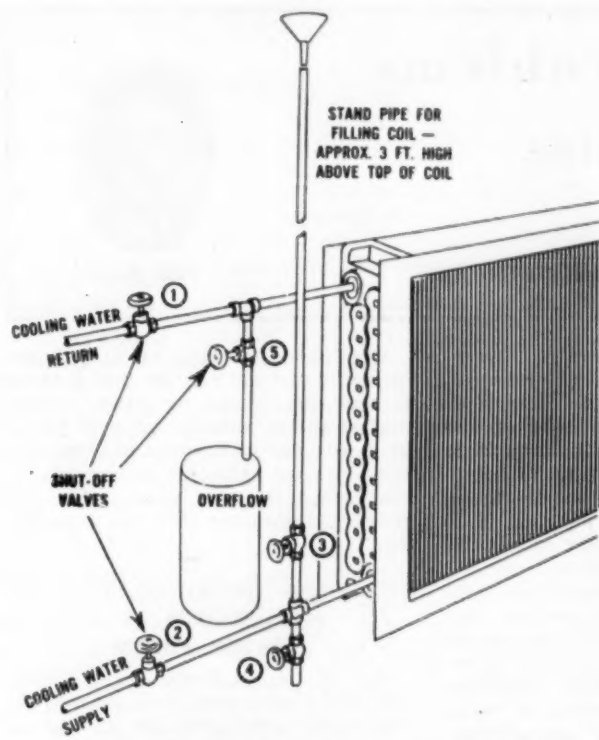


FIG. 2 is the hook-up that may be used when cleaning coils by gravity. To use, disconnect coil supply and return lines, and drain coil through valve 4, first closing valves 2, 5, and 3 and opening valve 1. Then close valves 1, 2, and 4, open valves 5 and 3, and fill coil slowly through funnel at top of standpipe until cleaning agent trickles out of overflow.

slime. The only alternative left is to remove the headers and drive out the slime and mud mechanically.

Occasionally, oil will collect in heating coils to such an extent that cleaning is necessary. This occurs most frequently in coils using exhaust steam. To remove oil from coils, use a detergent or oil solvent solution and methods similar to the forced circulation method described above.

This solution should be moved through the coil for several hours. For best results, the solution in the system should be kept at a temper-

ature of 180°. After completely removing all of the oil, flush the coil with water.

Regular coil inspection and periodic cleaning, both internally and externally, will insure full heat transfer capacity and long coil life. Cleaning is not difficult if foreign matter is not allowed to collect over long periods.

New Showrooms Opened

ALBANY, N. Y.—Capitol Plumbing & Heating has opened its new appliance showrooms and offices at 841 Broadway, near its former location.

ASRE Publishes Third Revision of Data Book

NEW YORK CITY—The third revision of the Refrigerating Data Book, Applications Volume, first published in 1940, has recently been issued as the 1952 edition by the American Society of Refrigerating Engineers.

All chapters have undergone a critical review by the several technical committees of the society. These reviews were the basis for the revisions by 65 authors.

Several chapters have been completely rewritten to combine closely related subjects and to conform with the latest practice in refrigeration applications. Among the entirely new chapters are Comfort Air Conditioning of Railroad Passenger Cars, and Supplements to Refrigeration in Warehouses.

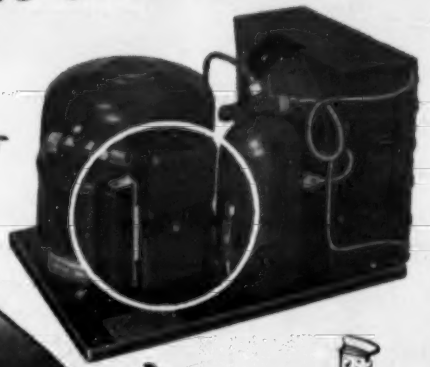
Extensive bibliographies are found throughout the book, providing sources of additional information for those interested. For locating subject matter in the book more easily, the index has been enlarged to include more headings, subheadings, and cross references.

Under direction of Editor-in-Chief Dr. H. C. Diehl, director of Refrigeration Research Foundation, Inc., and eight associate editors, the eight major sections of the 4th edition promote headings, and cross references.

These sections are: Frozen Foods, Refrigeration in Food Manufacture, Refrigerated Warehouse Practice, Refrigerated Food Distribution, Low Temperature Applications, Industrial Applications of Refrigeration, Comfort Air Conditioning, and Industrial Air Conditioning.

A Cinch to Install . . . A Snap to Service SERVEL SUPERMETIC

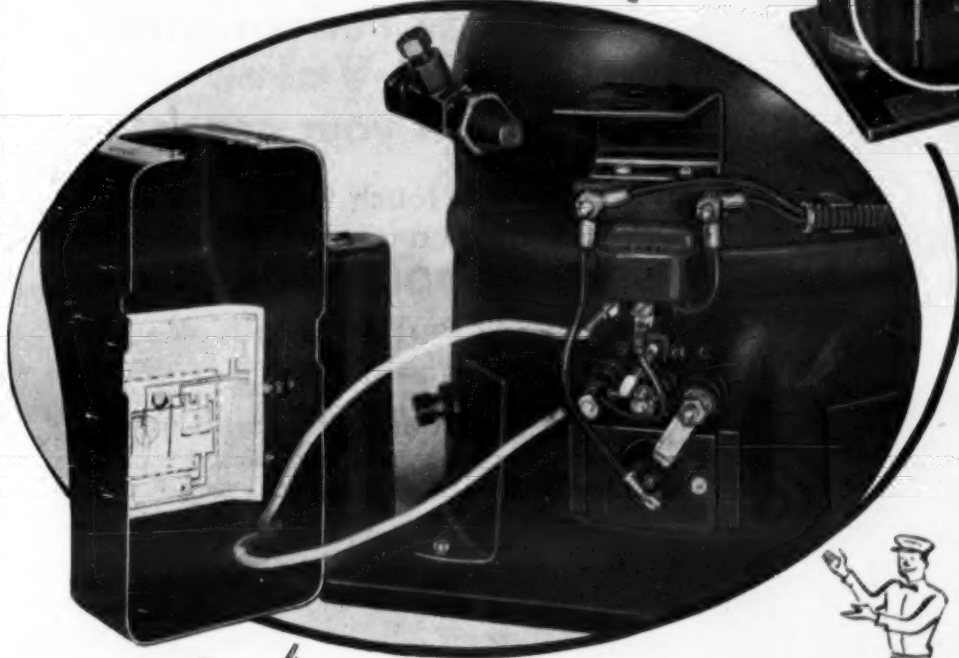
Bigger, easier-to-reach terminal box — remove one nut to take off cover.



Clip holds Greenfield fan cable firmly in line with slot in control box cover.

Only wiring required is to connect supply line to 2 terminal posts. Bx bracket welded to dome provides rigidity and plenty of room to tighten connector nut.

Long capacitor leads permit removal of cover for easy access to current supply terminals



Takes a lot less space — and least time of all — to install Servel Supermetic. Just remove one nut and swing the cover out of the way. There you have the power supply terminals wide open for quick, easy wiring connections. This is one of the reasons why — for faster installation and more profit on every job — it's smart to standardize on Servel Supermetic. It's the condensing unit designed to help you build a more successful refrigeration business!

32 Servel Supermetic models for every commercial refrigeration need — from 1/4 H. P. through 3 H. P.

Write Today

FOR YOUR FREE COPY OF OUR NEW COMPLETE CATALOG, to SERVEL, Inc. Electric Refrigeration Division, Evansville 20, Indiana.

Servel

THE NAME TO WATCH FOR GREAT ADVANCES
IN REFRIGERATION AND AIR CONDITIONING

It was time
for a better
Solenoid Valve



The day Jas. P. Marsh Corporation acquired the Electrimatic line of regulators and control valves was the beginning of higher quality construction and greater dependability in products of this type.

Today Marsh-Electrimatic products are setting their own standards. An excellent example of this is the new 60, 65 and 67 Series of Marsh-Electrimatic Valves. Notice, for instance, the bodies machined from solid bar brass stock which means greatly added strength safeguarding against distortion when installing. And the machined bodies are simply outward evidence of the quality and precision found in every detail: Moisture and frost proof coils, specially impregnated and liberally wound; remarkably tight seating valves with both seat and needle non-magnetic to prevent accumulations that often prevent proper seating in valves not so constructed.

All of the 60, 65 and 67 series are Underwriters' approved and rated. Note the range of these valves briefly covered opposite. Ask for complete details.

MARSH INSTRUMENT CO.
Sales affiliate of Jas. P. Marsh Corporation
Dept. D, Skokie, Ill.

MARSH-Electrimatic



Marsh Electrimatic 60 Series valves are direct acting with 3/16" orifice; maximum pressure 150 psi. The 65 and 67 Series are pilot operated; maximum pressure, 200 psi. 65 Series has 3/8" orifice; 67 Series, 1/2" orifice for large capacity requirements. All Series have 1/2" conduit leads 24" long.

★ The Marsh-built family of Electrimatic Controls also includes water regulators in a full range of types. Ask for facts.

Refrigeration Problems

and their solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Drying "Freon 12" In the Cylinder

Every so often, something occurs in our work that we cannot explain, or that happens just opposite to the way we thought it would or should have happened. Then we have to go back and examine our ideas and see what was wrong. When some pet idea collides with a cold hard fact, we have to revise the idea.

Those beliefs that suffer most frequently are the ones that we have been taking for granted without examining them, nor thinking them through. This article concerns one of those beliefs that seem to be so obviously true, but turn out to be erroneous. First, however, let us see what led up to this subject.

CHARGING REFRIGERANT INTO THE SYSTEM AS A LIQUID

There are two methods of adding refrigerant to a system—as a vapor and as a liquid. One is to connect a cylinder of refrigerant to some part of the high side of the system, up-end

the cylinder and literally "pour" liquid refrigerant into the system.

If the cylinder is as warm or warmer than the high side of the system, there is usually no trouble in putting the refrigerant in although it may be necessary to relieve the high-side pressure by purging it to the atmosphere or preferably, to save refrigerant, to the low side.

Since it goes in in liquid form, refrigerant can be added quickly, and this method is used for the larger systems to which a great deal of refrigerant must be added. Charging refrigerant into the system in liquid form often saves a good deal of time, if a considerable amount of refrigerant, say 20 lbs. or more, must be added to the system.

The best place to connect the cylinder, when adding refrigerant as a liquid, is to the receiver, although it can be put into the condenser or the liquid line. On some units, it may be difficult to find a suitable connection on the receiver, especially if, as is usually the case with the larger systems, the lines are soldered, brazed, or welded to the valves.

It is good practice on such systems to provide a charging valve on the receiver, when the equipment is originally installed.

One disadvantage of the liquid charging method may be that if there is any dirt, scale, or other foreign matter in the refrigerant cylinder, it goes with the refrigerant into the system. Service cylinders are often not very clean, so it is good practice to connect a strainer into the charging line.

CHARGING REFRIGERANT INTO THE SYSTEM AS A GAS OR VAPOR

For the smaller systems, to which we wish to add a small amount of refrigerant, say up to 10 lbs. or so, the vapor method has advantages. We connect a charging tube from the refrigerant cylinder to the suction service valve on the compressor, and with the cylinder in an upright position, we draw the vapor out of the cylinder and into the compressor.

If it is a small cylinder or if it is a rather large compressor, the cylinder is apt to get cold quickly; and, of course, the colder the cylinder gets, and consequently the lower the pressure of the refrigerant in the cylinder, the slower we can remove the refrigerant from the cylinder into the system.

This is easily overcome by setting

the cylinder into a bucket or tub of warm water (but no hotter than you can stand your hand in). The heat from the water raises the pressure and we can charge even 10 or 15 lbs. into a system in a short time.

GAS CHARGING USUALLY EASIER AND SAFER

One advantage that the method of charging the refrigerant into the system as a gas has over charging it in as a liquid, is that, as a rule, it is easier and more convenient.

Liquid refrigerant must never be charged into the suction service valve, the suction line, or other part of the low side of the system from which the liquid may get into the compressor.

Refrigeration compressors are designed to pump vapors or gases only. Their clearances and valve passages are too small to pass liquids rapidly, so high hydraulic pressures are developed that cause breakage of valves, rods, or other parts.

Moreover, liquid refrigerant in the crankcase dilutes the crankcase oil and causes it to lose lubricating value. This can be so severe as to ruin a compressor in a few days or even a few hours.

Also, liquid refrigerant in the oil in the crankcase causes the oil to foam a great deal, which throws an excessive amount of oil on the cylinder walls and past the pistons.

So much has been written on the evils of "liquid slugging" and "oil pumping," that it seems unnecessary to repeat it here, but some servicemen get in a hurry and "dump" liquid refrigerant into the compressor or the suction line.

Charging the refrigerant in as a gas enables us to more accurately estimate when we have a full charge in the system, for the gas is going in gradually; whereas, when charging refrigerant into the system as a liquid, we put in several pounds at a time, so it is an easy matter to get too much in.

GAS CHARGING IS CLEANER

Charging refrigerant into the system as a gas also has the advantage of leaving dirt, scale, and other foreign matter, even oil, in the refrigerant cylinder. This is a negligible factor when charging direct from factory-filled cylinders, for these cylinders are inspected in the factory and if dirty internally, they are thoroughly cleaned. So we do not have to worry about dirt, scale, oil, etc., in factory-filled cylinders.

Service cylinders are apt to be comparatively dirty, for in time they accumulate dirt, scale, and other material, especially if they have been used to hold refrigerant withdrawn from a system either because of overcharge originally, or to enable the serviceman to work on the high side of the system.

IS GAS CHARGING DRIER?

Here is where the erroneous assumption comes in. It is very commonly said that another advantage of charging refrigerant into the system as a gas is that if, as is sometimes true of a service cylinder, there is a very considerable amount of moisture in the cylinder, the moisture is left behind with the dirt and scale and the vapor drawn off is dryer than if liquid refrigerant were removed.

This sounds reasonable; for water boils at 212° F., so it seems that since "Freon-12" is boiling off at say 70°, the water would not boil and thus would stay in the cylinder. Therefore, the "Freon-12" vapor coming off would be dry—much dryer than the liquid left in the cylinder.

Yes, it sounds reasonable, but it is untrue; and in fact, just the opposite is true. That is, the vapor that "gasses off" is much wetter than the liquid

left. If we examine the matter, and study it carefully, it is quite plain why this is so.

John Bopp of Ansul Chemical Co. happened to mention not long ago that they had noticed in their laboratory, that if they drew "Freon-12" vapor from a cylinder of "Freon-12," analysis of the liquid "Freon-12" left in the cylinder showed a lower moisture content than before.

VAPOR WETTER THAN A LIQUID

That is, moisture was not all left behind; instead, moisture went into the vapor from the liquid. In fact, since the liquid "Freon-12" became drier, the moisture content of the vapor per pound of refrigerant, must have been greater than that of the liquid.

So here was the "hard fact" which had to be accepted and explained. A little study and some calculations of moisture content and of vapor densities as controlled by Dalton's Law show why removing "Freon-12" vapor will reduce the moisture content of the liquid remaining in the cylinder.

This has a practical bearing, for it means that the first few pounds of "Freon-12" vaporized off from a full cylinderful, is "Wet" compared to the remainder of the "Freon-12." So the first few pounds vaporized off should be taken off through a drier, especially if it is to be used in a freezer. That is, we must recognize that the first few pounds will be relatively wet, and we should take extra precautions to dry it.

Also, if we need extra-dry "Freon-12" for a low temperature job, we can get it by gassing off a certain amount of "Freon-12" vapor, and the remaining liquid "Freon-12" will be extra-dry.

For additional data, we wrote to R. L. Williams of Kinetic Chemicals who very kindly referred us to an excellent paper on the subject, "Equilibria in 'Freon-12' Water Systems," presented by H. M. Elsey and L. C. Flowers of Westinghouse at the annual meeting of the American Society of Refrigerating Engineers in Washington in December, 1948, and published in the February, 1949 issue of "Refrigerating Engineering," but which we had overlooked.

The calculations of Elsey and Flowers were all supported by experimental data, and leave no doubt as to the correctness of their conclusions. We are indebted to them for much of the data cited next week when we shall show why the vapor is wetter than the liquid.

(To Be Continued)

no matter how Large or SMALL the application

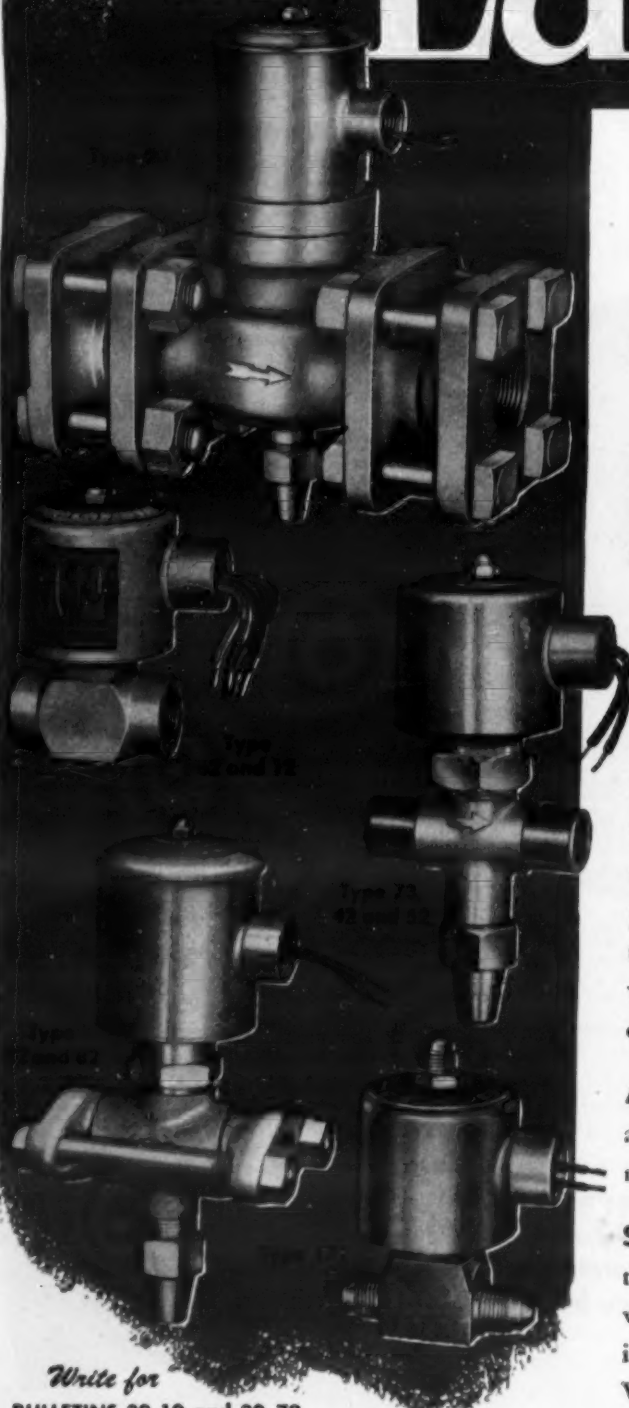
there's a **SPORLAN** Peak Performance Solenoid Valve to fit your needs!

Nothing can touch the Peak Performance of **SPORLAN SOLENOID VALVES...** for Peak Performance is Wound Right Into The Sporlan Solenoid Coil.. then Permanently Sealed In!

Sporlan solenoid coils are layer wound (not random wound) and interwoven with layers of cotton thread. This construction prohibits build-up of damaging electrical pressure across the turns of wire, thus minimizing possibilities of coil burnouts. After the coils are wound, they are twice dipped in high temperature insulating and water repellent varnish to thoroughly impregnate the cotton thread insulation, and are baked after each coating.

As a final precaution, the coils are then dipped in a protective sealer, and again baked to prevent any moisture infiltration.

SPORLAN Type 171 Solenoid Pilot Control offers the latest developments in the field of Pilot Controls, which Sporlan has pioneered for many years. It is made in one size only and used in place of extra large Solenoid Valves on F-12, and F-22. It costs less, is more economical to install, and assures positive shut-off of the liquid line.



Write for BULLETINS 30-10 and 30-70 Today!

SPORLAN VALVE COMPANY



7525 SUSSEX AVE. ST. LOUIS 17, MO.

EXPORT DEPARTMENT
89 BROAD STREET NEW YORK 4, N. Y.

ASST. ENGINEERS (Refrigerated Products)

Processing and material research and development work including preparation of engineering instructions on special manufacturing operations for refrigerated products. Experience to include de-hydration, testing, assembly and finish operation.

ALSO

ASST. ENGINEER needed for checking the processing for unit assembly, leak tests, and de-hydration.

Abstract of personal qualifications to be sent to:

HOTPOINT CO.

Personnel Section

1531 S. 54th Ave., Cicero, Ill.

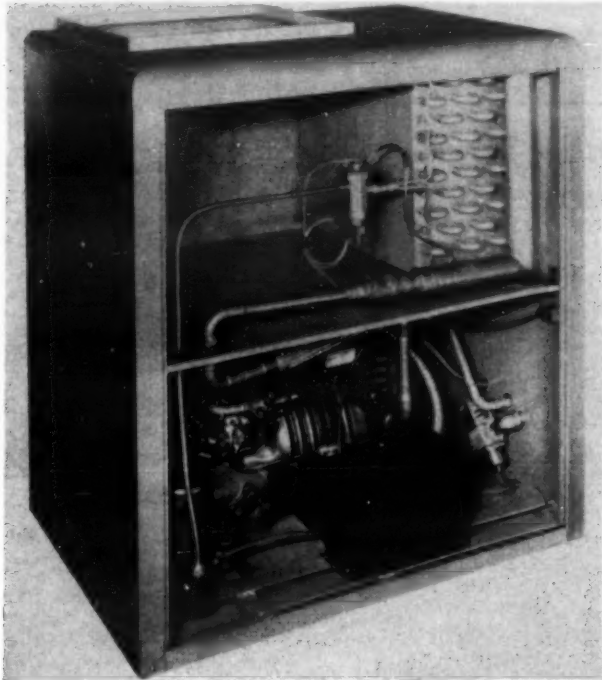
Kay-Tee
UNIT COOLER
by
KRAMER

offers more BTU's for less money as a result of extensive engineering advances and the development of KRAMER'S newly patented fin and tube construction.

Write for Catalog R-225

In seven sizes, 2,500 to 12,000 BTU's per hour

KRAMER TRENTON CO. - Trenton 5, N.J.



Residential air conditioners which use a regular furnace blower have been designed by Schnacke. Units are made in 3 and 5-ton sizes for an average 5 to 8-room home.

Schnacke Air Conditioning Units--

(Concluded from Page 1, Column 2) in Evansville. These were all especially checked for operation during 90° to 108° weather and the owners

interviewed at various times as to satisfactory operation.

"Many important things were learned in these tests regarding the desires of the homeowners and the proper operation of such an installation. These facts are being incorporated in bulletin form for use of the contractors purchasing Schnacke units."

The company said the units are sold through regular air conditioning and heating contractors, particularly for installation in present construction, and are not sold to speculative builders or to other manufacturers.

"Most homeowners," Schnacke declared, "demand sufficient air conditioning to take care of their entire home when required and particularly desire capacity when they have a number of guests for a party."

"Schnacke engineers have come to the conclusion that nothing less than a 3-ton unit is required for the average 5-room home and that a 5-ton unit is required for the average 6 to 8-room home. Since the cost of installation is the same, and the extra cost of the proper unit is not an important amount for a long-time investment, it creates more satisfied users if sufficient capacity is available."

Hurley Rejoins Whirlpool, Is Elected Vice President

ST. JOSEPH, Mich.—John A. Hurley was elected a vice president of Whirlpool Corp. by the board of directors at their regular meeting on Feb. 10, it was announced by Elisha Gray, president.

Hurley's appointment becomes effective April 1, when he will assume executive responsibilities, particularly in the field of distribution for Whirlpool home laundry appliances and defense products.

Hurley returns to Whirlpool after eight years as supervisor of home laundry equipment for Sears Roebuck & Co. During World War II he served with the War Production Board while on leave of absence from Whirlpool, becoming chief of the WPB Consumer Durable Goods Div.

Before World War II, he was in charge of sales for Whirlpool Corp.

Beans In Business

ARANSAS PASS, Texas — Bean Paint & Appliance Co., featuring a general line of appliances, has opened for business at 318 South Commercial St. Bud and Mrs. Bean are the owners and operators.

Amama Gets Back Steel Cut from Allotment

WASHINGTON, D. C. — An additional 209 tons of steel for the production of home freezers during the first quarter of 1953 was granted to Amama Refrigeration, Inc. recently by the National Production Authority.

This action actually restores steel to the company that had been cut from allocations based on its original base period.

The difficulty arose when the consumers durable goods division of NPA revised downward the firm's original six-months base period use of steel for the manufacture of home freezers.

NPA officials said Amama had received a tentative base period adjustment before the division was fully organized. The adjustment was granted on the understanding that it was subject to review.

Reviewing the case, the division felt that the original base period was unwarranted and cut back Amama's allocations beginning with the first quarter of 1953.

Amama appealed the review, contending that it should get the original allotment and that the cutback would cause undue hardship.

Affiliated Gas Equipment Buys Toronto Hardware

CLEVELAND—Acquisition of Toronto Hardware Mfg. Co., Ltd. of Toronto, Canada, by Affiliated Gas Equipment, Inc. here was announced recently by Lyle C. Harvey, president of the latter firm.

Purchase of the Canadian company marks an important forward step in Affiliated's long range expansion program, said Harvey.

He pointed out that Toronto Hardware and its predecessor companies have operated for 70 years in Canada and that they are currently engaged in the manufacture and sale of automatic water heaters, range boilers, and cast iron soil pipe and fittings throughout Canada.

Affiliated manufactures and sells heating, water heating, and air conditioning equipment. Products are sold under the trade names of "Bryant," "Day & Night," and "Payne."

Noting that during the last three years Toronto Hardware has been the Canadian distributor for one of Affiliated's divisions, Bryant, Harvey stated that "plans are currently under way to expand the new Canadian unit's operations in both gas and oil heating equipment."

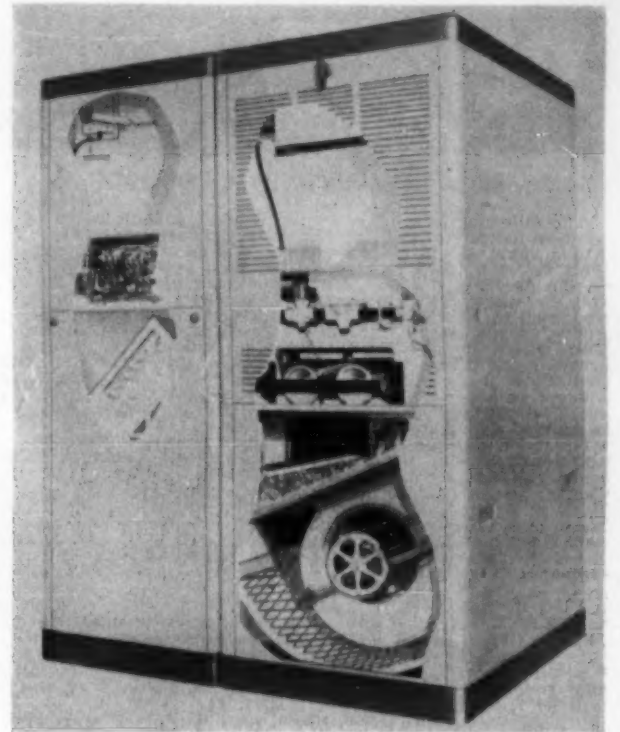
Sherer-Gillett Reelects Present Officers, Directors

HIGHLAND PARK, Ill.—At the annual meeting of the stockholders of Sherer-Gillett Co. held here recently, company directors and officers were reelected.

R. P. Sherer, Highland Park, will serve as board chairman. Other directors are L. O. Bower, R. E. Church, and J. H. Coolidge of Marshall, Mich.; Fred A. Goehler, Seattle, Wash.; A. W. Sherer, Chicago; and R. D. Sherer, Glenview, Ill.

Officers of the company are J. H. Coolidge, president; L. O. Bower, vice president and assistant to the president; G. E. Ruddock and C. B. Butler, vice presidents; C. F. Greene, treasurer; R. E. Church, secretary; and Dorothy Kleindinst, assistant secretary.

A new model, GAY2, is part of Lennox Furnace Co.'s "All Season Aire-Flo" air conditioner line. The All Season units are available in seven models.



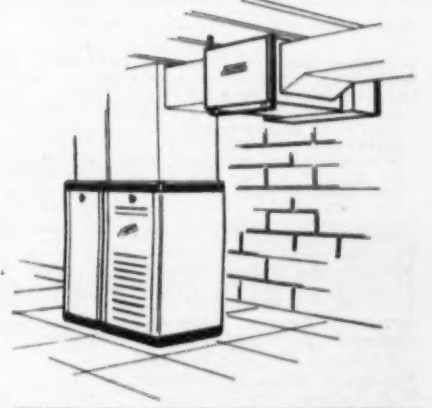
Lennox Expands Line

(Concluded from Page 1, Column 4) strong cabinets especially treated to resist corrosion.

Stowaway size in both capacities is 18½ in. high, 40 in. long, 24 in. wide. Flat-Top size in both capacities is 15½ in. high, 27 in. wide, 34½ in. long.

Lennox has also expanded its deluxe line of "All Season Aire-Flo" air conditioners. The new unit (GAY2) is available in seven different models. The gas heating input now ranges from 80,000 to 200,000 B.t.u./hr. AGA approved for all gases. Nominal cooling capacities include 3, 4½, and 6 tons.

Major features of the All Season air conditioners are: Two-stage cooling which results in better temperature control, better humidity control, step-starting to reduce electrical



surge, and quietness.

These units incorporate a large "hammock" type air filter, "floating" blower and compact design with easy accessibility. Over-all size of all GAY2 units is 72½ in. high, 52½ in. wide, 41½ in. deep. No clearance is required at sides, rear, or floor.

Paul Hilton Given Post of Servel-N. Y. General Mgr.

NEW YORK CITY—Paul A. Hilton has been named general manager of Servel-New York Corp., distributing subsidiary for Servel, Inc., in New York City, Long Island, and Westchester, it was announced recently by Bert Cole, eastern regional manager of the parent company.

Previously Hilton was general manager and assistant to the president of Audio & Video Products, Inc.; assistant general manager and controller of Crosley Distributing Corp.; and controller of Bowman, Durham, Robbins, Inc.

He was also senior accountant with Phillips and Avery, tax consultants and public accountants.

A graduate of New York university, he has had extensive experience in the appliance and advertising fields in and around the Metropolitan New York area.

Northwest Dealers Plan Sales Conference in Seattle, Sept. 27-28

SEATTLE—For the first time in history, the Northwest Appliance and Television Association has decided to hold an appliance and television sales conference.

This conference will be held in Seattle at the Norselander on Sunday and Monday, Sept. 27-28. It is anticipated that appliance dealers throughout the northwest area will come to this meeting with the hope of exchanging ideas and gaining information from distributors and manufacturers.

Chairman of the conference is Tod Toliver of the Seattle Gas Co. He is being assisted by Keith Davis, association president; Tom Carmichael, Burns & Carmichael; Ward Davison, Davison's; and many others.

Sunday will be devoted to registration and a social hour, while Monday will start out with an industry breakfast and business sessions throughout the day.

Commitments from speakers in the east have already been made.



LARKIN HUMI-TEMP UNIT

For clean, smart lines, satin-smooth finish, harmonious color and overall good looks—Larkin leads. Behind this beauty is the quality and performance that keeps Larkin out in front!

Manufacturers of the original Cross-Fin Coil • Humi-Temp Units • Frost-O-Trol Hot Gas Defroster • Evaporative Condensers • Cooling Towers • Air Conditioning Units and Coils • Direct Expansion Water Coolers • Heat Exchangers • Disseminator Pans.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILE

519 MEMORIAL DR., S.E. • ATLANTA, GA.



For dealer plan address inquiries to Dept. AC253

usAIRco

UNITED STATES AIR CONDITIONING CORP. MINNEAPOLIS 14, MINNESOTA

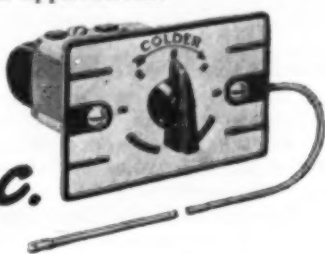
big new air conditioning market for Ranco controls

Air conditioning is the big, fast growing market for refrigeration controls. You can cash in on it with the new Ranco models. In addition to exact replacements, the new Ranco general replacement control can be used to modernize many units not originally equipped with controls, without the use of special tools. See your wholesaler about Ranco models available for refrigeration applications.



Ranco Inc.

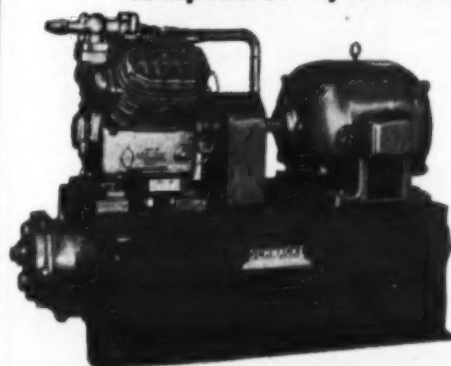
COLUMBUS 1, OHIO



WORLD'S LARGEST MANUFACTURER OF REFRIGERATION CONTROLS

DIRECT DRIVE

The industry's smallest, most compact compressor—yet the most rugged.



Direct Drive Compressors are available in 15 H.P., 30 H.P. and 60 H.P.

Compactness, efficiency, and low price are advantages in all Schnacke compressors and condensing units from 5 H.P. to 60 H.P.

Ideal for multiple installation in close space requirements.

Two Schnacke 50 or 60 H.P. compressors require no more space than ordinary 100 to 125 H.P. compressors. They are ideal for multiple installations up to 350 tons, and provide many advantages of automatic control and economy. Schnacke production manufacturing methods make possible the highest quality, including bronze steel back bearings, force feed lubrication, and rugged design and construction, at lower cost.

Write for complete, convincing facts.

SCHNACKE, INC.

1101 N. Governor St.

Evansville, Ind.



Government Contracts

PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing officer under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following U. S. Army Ordnance Offices: Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Raritan Arsenal; Ordnance Ammunition Center, Joliet, Ill.; Rock Island Arsenal; Springfield Armory; Watertown Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of those offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases. Invitations for Bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q," or, if numbered, the number will be followed by the letter "Q."

DEPARTMENT OF DEFENSE

Description	Quantity	Invitation No.	Opening Date
Galveston District, Corps of Engineers, P.O. Box 1229, Galveston, Texas			
Dental clinic Kelly AFB, Tex. Job	(ENG-41-243-53-100B)	1 Mar 53	
1-story wood/frame approx. 6500 sq ft w/20 chairs and 10 technician prosthetic lab; air-conditioned w/forced warm air heating, also required, 1200 sq asphalt paving 300 sq concrete walks, 650 sq site grading underground elec. dist line w/transformer installed in an existing bldg. and all other necessary utilities connections only.			
Dental clinic, Lackland AFB, Texas, Approx. 6500 sq ft 2 yr life wood frame const. air-conditioned w/forced warm air heating, supporting utilities including 2327 sq asphalt paving, 1690 sq concrete sidewalks and 485 sq site grading.			
Officer in Charge, Navy Purchasing Office, Washington, D. C.			
Benders, tube, hand, Parker Appliance No. 2829 or equal	3305 6917-B	25 Feb 53	
Bureau of Ships, Washington, D. C.			
Unit Heaters, Air-Circulation Steam Hot After Complete with 1/2 HP. Motor and Controller 110 volt 1 Phase 60 Cycle AC	59 549-603 Q	3 Mar 53	
Unit Heaters, Air Circulation, Steam-Hot Water Complete with 1/2 HP. Motor and Controller 440 volt 3 Phase 60 Cycle AC	36 549-603 Q	3 Mar 53	
Contracting Officer, Local Purchasing Branch WCUR WADC, Wright-Patterson Air Force Base, Ohio			
Cooler, brine, low temperature. Temp. Range: Ambient to -70° F. Capacity: 0 to 4.5 BTU/sec at continuous operation	1 set (33-616-53-342-B)	25 Feb 53	
U. S. Naval Ordnance Test Station, Inyokern, China Lake, California			
Shop Building C-Range. Furnishing of labor, material, transportation and equipment necessary to construct a rigid steel frame shop building, approximately 40 ft. by 80 ft. with metal roofing and siding and reinforced concrete foundations and floor. Provide and install doors, interior partitions, plumbing, heating, cooling, electric lighting and power, necessary utility extensions to the building and other related work. Earth-work includes grading, excavation and backfill and select material beneath concrete slab of structure. Deposit of check or postal money order for \$10 payable to the Treasurer of the United States, is required for the safe return of each set of bidding data. Site inspections will be made by escorted tours leaving the OnCC Design Office, Building 931, Naval Ordnance Test Station, Inyokern, China Lake, California at 1:00 P.M. Only 5 February	Job 37503	24 Feb 53	

through 23 February, 1953 (Mondays through Fridays) inclusive.

Remodeling of Butler Build- Job 37798 17 Feb 53
and new Instrument Garage
G-1 Range. Furnishing of
lab, material, transportation and equipment necessary for
the remodeling of an existing Butler building which will in-
clude the removal of certain existing partitions, wire mesh
covering, steel sliding doors; and the providing of new parti-
tions, wall covering, plumbing, including fixtures and cesspool,
sheet metal work, steel sash, doors and hardware, painting and
other related work. The Instrument Garage Building will be
a steel rigid frame structure approximately 40 ft. by 100 ft.
with metal roofing and siding and reinforced concrete founda-
tions and floor. Provide and install doors, sash, interior parti-
tions, heating, cooling, electric lighting and power with neces-
sary utility extensions to the building and other related work.
Drawings accompanying Spec. 37798 and other bidding data may
be had on application to the Officer in Charge of Construction,
Naval Ordnance Test Station, Inyokern, China Lake, California
as of 30 January 1953. Deposit of check or postal money order
for \$10, payable to the Treasurer of the United States, is re-
quired for the safe return of each set of bidding data. Site
inspections will be made by escorted tours leaving the OnCC
Design Office, Building 931, Naval Ordnance Test Station, Inyokern, China Lake, Calif. at 1:00 P.M. Only 30 January through
16 Feb. 1953 (Mondays through Fridays) inclusive.

Corps of Engineers, U. S. Army, 751 S. Figueroa St.,
Los Angeles, California
Unconventional fuel storage Job (ENG-04-353-53-94B) 20 Feb 53
at Edwards Air Force Base
Edwards, California includes:
earthwork, concrete, masonry,
structural steel, built up roofing, sheet metal work, corrugated
aluminum and cement-asbestos roofing, metal deck, carpentry,
asphalt tile flooring, glazing, painting, hardware, plumbing,
heating and cooling systems, electrical work, propellant stor-
age and handling systems, electrical distribution and flood
lights, water supply lines, railroad construction, asphalt
paving, fencing.

Base Procurement Division, EWB, Building #120,
Wright-Patterson Air Force Base, Ohio
For Installation of Steam Job (33-601-53-155-B) 24 Feb 53
Heating and Ventilating
System for Building No.
T-1189, Area C

GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
General Services Administration, Business Service Center, Region 3, Washington, D. C.			
Air Conditioning Motor Re- pairs, Lafayette Building, Washington, D. C.	Job	(GS-R3-B-1903)	20 Feb 53
General Services Administration, Business Service Center, Region 4, 20 Whitehall St., S.W., Atlanta, Georgia			
Two Window Ventilating Fans, U. S. Post Office and Court House, Rome, Ga.	Job	CR4-424	27 Mar 53

U. S. DEPARTMENT OF COMMERCE

Description	Quantity	Reference No.	App. Bid Date
Division of Purchase & Sales, Maritime Administration, Washington, D. C.			
Fans, bracket, electric 12" and 16", A.C. MA spec. 17-MC-8A	55 ea.	SD53-753 DO-J-1	18 Feb 53
Spare parts for above fans	10 sets	SD53-753 DO-J-1	18 Feb 53

CONTRACTS AWARDED THROUGH FEB. 9

Purchasing and Contracting Office, 3650th Military Training
Wing, Sampson AFB, Geneva, New York
Installing of 60 Government furnished electric griddles, 10
Government furnished electric bake ovens, and 30 Contractor
furnished hoods and electric exhaust fans in 5 dining halls
throughout Sampson AFB.—Job, \$25,450.—Blake Electric Co.,
93 Optical St., Geneva, N. Y.
General Services Administration, 50 Whitehall St., S.W.,
Atlanta 3, Georgia
Exhaust Ventilation for 2nd Floor at the Grove Arcade Bldg.,
Asheville, North Carolina.—Job, \$16,427.—Mechanical Con-
t., 1123 N. Independence Blvd., Charlotte, N. C.
General Services Administration, 575 U. S. Courthouse, 219 S.
Clark, Chicago, Illinois
Electric Water Coolers.—443 ea., \$51,333.—Westinghouse Electric
1625 K St., N.W., Washington, D. C.

Mobile Refrigeration To Be Discussed at Truck Show

NEW YORK CITY—The National Transport Vehicle Show and Fleet Maintenance Exposition to be held Feb. 25-28 at the 212th Regiment Armory here will include a special session on mobile refrigeration.

The session will run from 10 a.m. to 1 p.m. on Feb. 27. It will be open to all users and refrigeration engineers, designers, and manufacturers.

Stencel, Beverley Named By Canadian Ice Machine

TORONTO, Ont., Can.—H. V. Shipley, president of Canadian Ice Machine Co., Ltd., announces the appointments of R. A. Stencel as vice president in charge of engineering and A. J. Beverley as chief engineer. Stencel has been chief engineer of the company for the past 26 years. Beverley was for many years senior project engineer for York Corp.

Crosley Contest Sparks Parts, Accessories Sales

CINCINNATI — The largest sustained parts and accessories merchandising program ever attempted in the appliance and electronics industry opened recently with more than \$50,000 in merchandise prizes being offered, according to R. H. Schneberger, general service manager for the Crosley Div., Avco Mfg. Corp.

Crosley dealers, service companies, and jobbers are all eligible to participate for the prizes offered in this promotion that will run for 10 months, through Nov. 30, 1953. Prizes consist of more than 3,000 merchandise items including jewelry, sports equipment, tools, toys, furniture, and clothing.

Point values toward prizes have been established for Crosley appliance and electronic parts and accessories such as picture tubes, receiving tubes, parts packages, accessories and other components, according to Schneberger.

"This campaign is the largest and longest ever offered in the industry. By setting it up for a run of 10 months, we have given all participants the opportunity to win these valuable prizes," Schneberger pointed out.

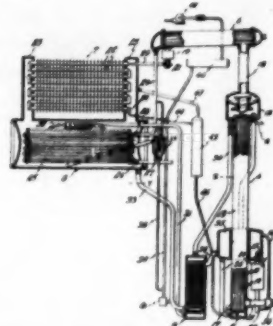
"Competitive selling in appliances and electronics has reached a point where dealers must become more service-minded. Good service is essential to expanding sales.

"Crosley's objectives in this program are threefold: (1) to urge dealers to stock sufficient parts to be able to offer top-flight appliance and electronics service to the public; (2) to emphasize to our dealers that service leads to sales through satisfied customers; (3) to assist new Crosley dealers in TV areas just opening up in establishing their service operations on a sound basis."

PATENTS

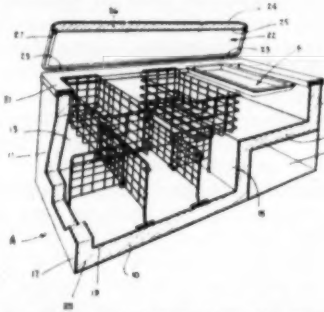
Week of October 28
(Continued)

2,615,311. APPARATUS FOR MAINTAINING LIQUID LEVEL IN ABSORPTION REFRIGERATION SYSTEMS. Lowell McNeely and Eugene P. Whitlow, Evansville, Ind., assignors to Servel, Inc., New York, N. Y., a corporation of Delaware.



1. In an absorption refrigeration system, a plurality of elements interconnected for the circulation of refrigerant and absorbent, an absorption solution circuit having a vapor liquid lift for raising liquid for gravity flow through the circuit, a standpipe in the circuit for receiving liquid as it flows by gravity toward the lift, said standpipe providing a hydrostatic reaction head on the vapor liquid lift, and an auxiliary liquid circuit connected to said standpipe for maintaining the liquid at a predetermined level therein and the hydrostatic reaction head on the liquid lift at a constant height.

2,615,592. REFRIGERATOR PARTITION STRUCTURE. Enoch Swedman, St. Paul, Minn., assignor to Seeger Refrigerator Co., a corporation of Minnesota.

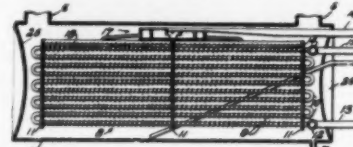


8. A compartment forming structure for a refrigerator having a bottom panel and angularly arranged encircling wall panels secured marginally thereto, two of the wall panels being opposed and parallel, the structure including a partition wall of a length to fit between said parallel walls, right angularly extending feet at each end of said partition wall and designed to slidably support the partition wall upon the bottom panel of the refrigerator near the junctures thereof with said parallel wall panels, the feet being of sufficient length to engage against said parallel walls when said partition wall is twisted substantially out of right angular relation with said parallel walls, a second partition wall engageable with said first named partition wall to extend parallel to the parallel refrigerator walls, the second partition wall having hook means at one end engageable with the first partition wall for support thereby, and a leg at the other end resting upon the refrigerator bottom panel.

2,615,586. HEAT TRANSFER DEVICE. John Davidson, Evansville, Ind., assignor to Servel, Inc., New York, N. Y., a corporation of Delaware.

A heat transfer device having a plurality of pipe sections arranged one over the other in a vertical plane, means for flowing a fluid through the interior of the pipe sections, means for directing droplets of a liquid onto the exterior of the uppermost pipe section at spaced points along the top thereof which drips from the bottom of each pipe section onto the top of the next lowermost pipe section from the top to the bottom of the device, a helically wound wire surrounding each pipe section and resting on the top thereof with a space between the loops of the

wire helix and the sides and bottom of the pipe section, each loop of the wire helix constituting a drip former from which liquid drips at spaced points from the bottom of the pipe section, and the space between the loops of the wire helix



and the pipe section being so related to the surface tension of the liquid as to cause the liquid to cling in the space and thereby interrupt the flow of liquid longitudinally of the pipe section and form small drops as liquid drips from each loop.

(To Be Continued)

Admiral Schedules Series of Regional Service Meetings

CHICAGO — Admiral Corp. has scheduled a series of regional service meetings to explain features of its new home appliance line. Servicing of air conditioners, home freezers, moisture conditioners, and ranges also will be discussed.

Places and dates of meetings this month are Atlanta, Feb. 16-18; Dallas, Feb. 19-21; and San Francisco, Feb. 25-27. Meetings were held in Chicago and New York following the sales convention last month.

"GET SELLING IDEAS"



J. L. BERRY

J. L. Berry, Sales Manager, The Kold-Draft Toledo Company, Toledo, Ohio, says:

"Our business is mostly with taverns covering an area of 20 counties as distributor-dealer for Kold-Draft, Sherer-Gillett, bar accessories, tables, chairs, and other tavern equipment.

"I have been a subscriber and careful reader of AIR CONDITIONING & REFRIGERATION NEWS for a long time. It keeps me informed on what's new in the market and I am always on the look-out for new products that I think we can profitably add to our line of equipment.

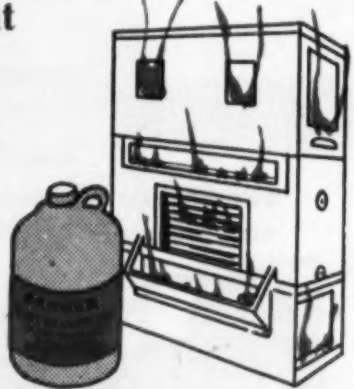
"For instance, just last week we took on a line of ice-cubers which I think we can do right well with. We haven't handled them before.

"My salesmen and I all read it and get a lot of good selling ideas from it that we can and do use. Believe me, we wouldn't want to miss getting the News."

"Look twice—it's worth the price!"
AIR CONDITIONING & REFRIGERATION NEWS
"The Newspaper of the Industry"

WHY DESTROY Expensive Equipment by using Destructive Substances?

Chemicals that EAT their way out of Metal, Wood or Plastic containers are injurious to the very surfaces that they are intended to treat. If a glass container should be accidentally broken, the contents could do untold damage to valuable property!



SOLVEX
(In tablet or granular form)
LOWERS HIGH HEAD PRESSURE QUICKLY
(And May Be Used While Plant is in Operation)

REMOVES RUST, SCALE, ALGAE
And other encrusting matter from Condenser Tubes and Compression Jackets in 1 to 5 days. AND SOLVEX KEEPS 'EM CLEAN.

BE SAFE! USE **SOLVEX!**

Manufactured by
CHEMICAL SOLVENT CO.
3005 16th Street, North
BIRMINGHAM, ALABAMA

Distributed by
VIRGINIA SMELTING CO.
WEST NORFOLK, VIRGINIA

Subscribe Now

Receive the greatest trade paper in the Industry—AIR CONDITIONING & REFRIGERATION NEWS. Published every week. Brings you latest news and vital information on household refrigeration, commercial refrigeration, air conditioning, home freezers; manufacturing, distributing, retailing, servicing, and contracting. Only \$5 per year, 52 issues.

Fill in coupon and mail today

AIR CONDITIONING & REFRIGERATION NEWS
450 West Fort Street, Detroit 26, Michigan

Gentlemen: Send the NEWS for one year.

☐ \$5 enclosed ☐ Bill me ☐ Bill the company

Name.....

Company.....

Street.....

City..... Zone..... State.....

2-16-53

What Was New

At the Air Conditioning Exposition



—KEY NO. C-3112—

SUMMER COOLING unit introduced by Thatcher Furnace Co. permits the company to offer year-round air conditioning when used in conjunction with its oil or gas-fired furnaces. Here Donna Kime notes that the Thatcher cooling line includes units of 2, 3, 5, 7½, and 10-ton capacities.



—KEY NO. C-3113—

VARIOUS CONTROLS for refrigeration and air conditioning, including a new thermostat designed primarily for year-round residential systems, were featured by General Controls, and here Geo. T. Costello (center) of the National Heater Co., St. Paul, gets full details from Jack Ray (left), vice president in charge of sales, and Doug Sterner, manager of the refrigeration controls division.



• TINY NEW CENTRIFUGAL PUMPS •

Serving wide range of applications. Liquid transfer, machine tool coolant, plating baths, air conditioning, chemical handling, abrasive solutions, domestic and commercial appliances.

Built on pedestal for belt drive as shown, also close coupled to electric motor. Materials vary with pump use - synthetic rubber bodies, stainless steel shafts are standard.

Engineering assistance on O.E.M. applications. Inquiries invited.

THE GORMAN-RUPP COMPANY
MANSFIELD, OHIO



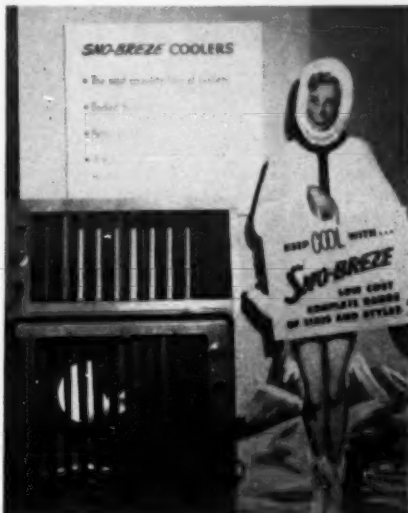
Air Conditioning Units—1½-20 tons
Multi-Packaged Systems—Up to 60 tons
Prop-R-Temp Heat Pumps—2-20 tons
Evaporative Condensers
Packaged Water Chillers

TYPHOON AIR CONDITIONING CO. INC.
794 Union Street, Brooklyn 15, N. Y.



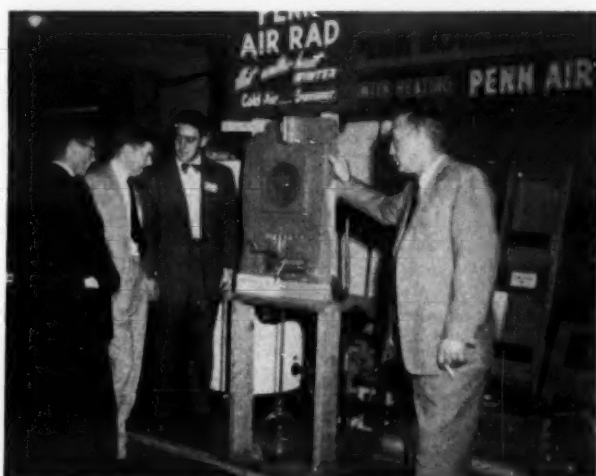
—KEY NO. C-3117—

SUMMER COOLING unit added to Iron Fireman's heating line permits the company to offer year-round residential air conditioning. Here Harold Mosbeck (left) and L. J. Sullivan of Mosbeck Oil Equipment Co., Chicago, inspect the unit, which is available in 2 or 3 tons capacity.



—KEY NO. C-3114—

EVAPORATIVE COOLER WITH "FULL-VIEW" ADAPTER which frees the window area above the unit from any obstruction, was shown by Palmer Mfg. Corp. Bottom unit is the "Sno-Breze" model FC-15-PD pour-in type evaporative cooler with 1,500 c.f.m. air delivery. On top is the "full-view" adapter which is readily installed in either a sash-type window or a casement window.



—KEY NO. C-3115—

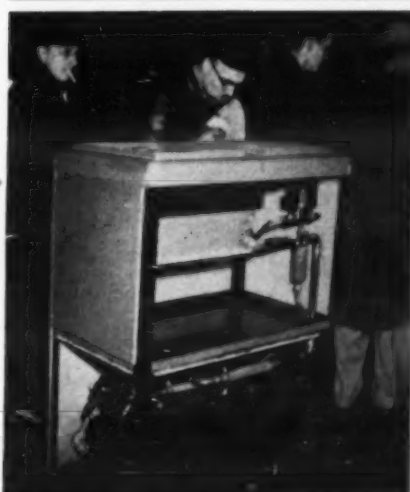
CONVECTOR for cooling or heating which mounts flush on wall between standard stud spacing may be had with variable speed blower to control amount of heating or cooling for individual rooms, explains E. C. Stauffer (right) of Penn Boiler & Burner Mfg. Corp., producer of the "Air-Rad" unit.



—KEY NO. C-3116—

FOR INDIVIDUAL ROOM CONTROL WITH A HOT AND CHILLED WATER system the "Hydratrol" valve has been developed by Alco Valve Co. Russell Upham of the U. S. Strategic Air Command, Omaha (left) checks over operating demonstration of the unit (top) with Arley Baker of Alco. With its operation marked by gradual opening and closing, the Hydratrol is said to eliminate water hammer. Bottom assembly is a pilot-operated thermo valve for use in controlling chilled water systems.

In writing for information, use "Information Please" form and key numbers.



—KEY NO. C-3118—

CENTRAL COOLING unit for warm air systems is being made available exclusively for warm air furnace manufacturers, not contractors, by Hupp Corp. in four sizes—2, 3, 5, and 7½ tons. System includes a semi-hermetic compressor.



—KEY NO. C-3119—

HEAT-PUMP AIR CONDITIONER which utilizes a single refrigerating system to both cool and heat a home was shown by Typhoon Air Conditioning Co., Inc. With front panel removed, Lee Mathison points to simplicity of components that make up the heat pump.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

CHIEF ENGINEER for small or medium sized manufacturer of refrigeration products. Excellent educational and experience background in refrigeration and air conditioning. Ability to organize and schedule engineering activities to achieve desired goals of management. Many original ideas. BOX 4237, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

MANUFACTURER'S REPRESENTATIVE wanted. Good opportunity for representatives who can sell refrigeration equipment dealers and distributors. Desirable territories open with active accounts in most areas. State experience, territory covered, and industry references in first letter. COLDIN CABINET CO., INC., 2800 Webster Ave., New York 58, N. Y.

MANUFACTURER'S REPRESENTATIVE wanted by 53 year old manufacturer of refrigerated commercial fixtures, covering Southern Illinois, Southern Indiana, Kentucky and Eastern Missouri. FOGEL REFRIGERATOR COMPANY, 5400 Eadom Street, Philadelphia, Pa.

MANUFACTURER'S REPRESENTATIVE To fieldmen who are now earning a high income but want to increase their earning capacity, we offer this opportunity! We have a full line of fast selling freezers and beverage coolers. Our freezer line consists of Upright Freezers 10, 15, and 18 cu. ft.; and Chest Freezers 11, 15, 20, and 30 cu. ft. Our Beverage Coolers are 4 to 8 ft. long. Our line fits into any food plan operation or regular refrigeration distributor's setups. Send a resume to General Sales Manager, HOWARD REFRIGERATOR CO., INC., 4745 Worth St., Philadelphia 24, Pa.

SUPPLY HOUSE, long-established, is seeking a capable man to take complete charge of our newly created air conditioning and refrigeration supply department. This is a good opportunity for right man. BOX 4225, Air Conditioning & Refrigeration News.

SALES ENGINEER Wanted. Established heating and air conditioning concern desires high type, experienced air conditioning sales engineer. This is permanent position in large, progressive Southern city. Definite opportunity for a capable man. Give experience and references. BOX 4232, Air Conditioning & Refrigeration News.

INDUSTRIAL AIR-CONDITIONING and Refrigeration Service Engineers. Must be experienced to work in Eastern Pennsylvania Area. Union rates. BOX 4235, Air Conditioning & Refrigeration News.

DIRECTOR OF purchases opportunity with established freezer manufacturer. The man we are looking for is 32 to 45 years old. He has a successful purchasing record with definite experience in the refrigeration industry. This position is open now because present purchasing officer is being advanced to higher management position. It's a good paying position, open immediately for a man with current refrigeration purchasing experience. Write completely outlining your qualifications, former connections and present earnings. Address BOX 4236, Air Conditioning & Refrigeration News.

PRODUCTION MAN on commercial refrigerated fixture-cases, coolers, etc. One who can handle general designing and charge of production in small plant, using

wood and metal construction. Give past experience and full information. Well established firm. Write BOX 4238, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

NEW UPRIGHT Freezer—20 cubic feet; over 700 lb. capacity; Modern design; gleaming white exterior; Extra-Quick Freezing with five freezer plate shelves. Complete with ½ h.p. Tecumseh sealed unit self-contained: Temperature Control & (5) Ice Cube Trays. Special Dealer Price \$359.00. GENERAL REFRIGERATORS CORP., 3011 First Ave., N.Y.C.—ENright 9-0200.

SPECIAL OFFERING ¼-HP units complete with condenser and valves @ \$36. Models S64LD and S64LE. Write for specification sheet. Limited quantity. Act now. MANN REFRIGERATION SUPPLY CO., 440 Lafayette St., NYC, GRamercy 3-8000.

CLOSING OUT last few pieces brand new 1952 frozen food merchandisers original crates. Model FDB18A, 18 cu. ft., thermopane doors; ultra modern superstructure; Kelvinator unit, 5-year warranty. Factory list \$735.50, your cost \$356. First come, first served. Order immediately. Send for illustrations. MANN REFRIGERATION SUPPLY CO., 440 Lafayette Street, New York 3, NY.

NEW UPRIGHT freezers—Increased production at our factory in March, will make available more of the 15 foot Upright Freezer of which thousands are now in use in homes. Tecumseh unit and 5 year warranty. Lowest cost anywhere. MOSS REFRIGERATION & MFG CO., INC. 502 S. Flower, Burbank, California.

ATTENTION SERVICEMEN—Send for our 1953 Catalog. Relays, Expansion Valves, Controls, Dehydrators, V Belts, Open & Hermetic Units. All new merchandise at great savings up to 50%. Sold on Money Back Guarantee. WALTER W. STARR REFRIGERATION, 2833 Lincoln Ave., Chicago 13, Illinois.

FOR SALE 6,000 ft. well-known copper fin tubing. ¾" tube—1¼" fin diameter. Various lengths 30' to 70'. Price: 50¢ per foot. F.O.B. Minneapolis. Offered subject to prior sale. Write or Phone Surplus Sales Department U. S. AIR CONDITIONING CORP., Minneapolis 14, Minn.

LIMITED SUPPLY Frigidaire & Norge (1936-1952) household refrigerator controls \$3.25 each. Peerless TX valves @ 2.00. Aerovox capacitors 42-48 Mfds. @ .50. Frigidaire YG2 relays @ 2.50. All other makes of controls and relays in stock. Year guarantee on controls and relays. VICTORY CONTROLS, 10 Liberty Ave., Brooklyn 12, New York.

FRANCHISES WANTED

ESTABLISHED COMMERCIAL Refrigeration Corporation in New York Metropolitan area, seeking to be Manufacturer's Refrigeration distributor for bottle coolers, reach-in refrigerators, freezers, and showcases. Willing to display, sell, service and install to the trade as well as warehouse for the manufacturer to enable immediate delivery to dealers. IMPERIAL REFRIGERATION CO., 438 E. 76th St., New York City, N. Y.

BUSINESS OPPORTUNITIES

HEAR THIS! There is a very profitable field open to the wide-awake refrigeration service shop equipped to recondition absorption refrigeration units. During the last four years we have developed the necessary equipment and know how for this type of service. We are offering to train one man in each state, outside of Oklahoma, so he can serve his entire state with this exclusive service. Absolutely no competition outside of the factory. If you are interested please contact us at once. GAS REFRIGERATOR ENGINEERING CO., 4830 N. W. 10th St., Oklahoma City, Okla.

another

RECORD

first



Do The Refrigeration Coils You Use Have Motor Overload Protectors?

All "RECORD" Coils Have This Added Protection

Refrigeration Engineering, Inc.
7250 East Slawson • Los Angeles, Calif.

Dryer Production Starts At G-E's Appliance Park

LOUISVILLE, Ky. — Automatic clothes dryers are now rolling off the assembly line in Building No. 1 at Appliance Park, new manufacturing center under construction here for the General Electric Co. Major Appliance Div.

The first carload of dryers was shipped to Houston and Beaumont, Texas, on Feb. 6.

The dryers are the second appliance to be produced at Appliance Park. Assembly of dishwashers began last October on a temporary assembly line in the same building. The dishwasher operation will be moved to Building No. 3, now under construction, as soon as possible.

James H. Goss, general manager of the home laundry equipment department, said the dryer assembly line features the use of an overhead monorail conveyor system, something new in the major appliance manufacturing field, where flat conveyors normally are used.

Goss said that complete flexibility for assembly operations is achieved by the use of the overhead system. Appliances may be rotated through 360 degrees and may be raised or lowered to provide the most practical working height for any specific operation, he explained. The overhead system, he added, also gives greater latitude for work operations on both sides of the assembly line.

Production on the line should reach planned weekly capacity by the end of February, Goss reported.

He said that some dryer production operations, in addition to the assembly work, are under way at Louisville and that complete production would be transferred from the Trenton, N. J., plant by March 1.

Sub-Contractors--

(Concluded from Page 1, Column 3) after they have won the contract.

The sub-contractors' resolution was heard by the city council two weeks ago and referred to the city controller for a recommendation. To get a sound basis for that recommendation, Witherspoon recently called in the sub-contractors and now plans to hear the general contractors and the architects. He hopes to make his recommendation to the council within two weeks.

After hearing representatives of plumbing, electrical, air conditioning, and heating contractors, he told them:

CITY DOESN'T WANT TO POLICE

"The city is basically interested in getting a good contractor at the lowest possible price. We are not interested in policing the sub-contractors and contractors.

"I'm convinced that we would save money by letting separate contracts in some cases. But there are cases when it is better to have a general contractor.

"From the practical point of view, I don't see that we should get into the economics between contractor and subs. We would like to minimize the 'bid-shopping' situation you talk about, but at the same time we don't want to put onerous restrictions in our contracts that would hamper free, competitive bidding among general contractors.

"You can see our point. We don't want to be put into the position of including restrictions in the contracts that would make a general contractor decline to bid on city work.

FIGURE 7-DAY SYSTEM WILL CUT BID-SHOPPING

"I grant you that allowing the general contractor seven days to list his sub-contractors won't cure the bid-shopping situation but it will cut it down.

"You talk about the bad boys among the general contractors, but it takes two to make a bargain. It is the bad boys in your own ranks that make bid-shopping possible. If you can't control it, how do you expect the city to.

"I'm fundamentally opposed to government sticking its nose in this business."

The seven-day leeway period was suggested at the council hearing two weeks ago by John Armstrong, representing the general contractors. He said that some such period was needed so that the general contractor could investigate the sub-contract bids he received at the last minute.

Before announcing his sub-contractors he must make sure that the sub-contractor can do the work specified at the scheduled time and must reach an understanding on all details of the sub-contract.

The sub-contractors opposed giving the generals even five minutes after the bidding was closed, charging that this was the time that the generals did their bid shopping.

PROPOSE 7-DAY PERIOD BE SET BEFORE BIDS ARE CLOSED

At the meeting with Witherspoon, John F. Williams, representing the heating, piping, and air conditioning contractors, Detroit association, proposed that the seven-day period be established before the bids were closed and not after.

He declared that the sub-contractors would cooperate wholeheartedly with the general contractor in ironing out all details of the contract—except the price—at any time in advance of the closing hour that the generals wanted.

In this way, he suggested, they could have all the information they needed at the time the bids were closed and the sub-contractor could protect himself by giving the general his price bid at the last moment.

Witherspoon, however, pointed out that the city did not want to police the industry and did not want to impose onerous restrictions in its bidding procedures.

Charlotte Distributors Carry New Air Conditioning Lines

CHARLOTTE, N. C. — Furman Ferguson, vice president of Victor Shaw Co., announces the appointment of his firm as distributor in western North Carolina for Mitchell air conditioners.

Twin States Distributing Co., which formerly handled the Mitchell line, has been named joint distributor with the Westinghouse Electric Supply Co. for Remington Air Conditioning Div. of Remington Corp.

Change Dates for Some Indoor Comfort Parleys

CLEVELAND — The National Warm Air Heating & Air Conditioning Association has announced several changes in the 1953 Indoor Comfort Conference schedule.

The Long Island Conference which was originally scheduled for Feb. 12-13 has been changed to Feb. 25-26. Also, the chairman's address has been changed to the following: Malcolm McLean, Bryant Heater Div., 205 East 2nd St., Mineola, Long Island, N. Y.

Dates of the Albuquerque, N. M. conference have been changed from April 9-10 to April 14-15. The conference in Fargo, N. D. has been moved up one day. This class will be held on April 22-23 instead of the original dates.

Two cities that were originally scheduled to hold classes will be unable to hold a conference this season. They are Billings, Mont., and Huntington, W. Va.

Two new classes will be held during 1953. One will be at Richmond, Va., Feb. 12-13, and the other at South Bend, Ind., May 25-26.

Display Shows Installation Of Titus Perimeter Heating

WATERLOO, Iowa — Titus, Inc. here has developed a display for showing how its perimeter diffuser is installed in the wall of a home. Along with this display are catalogs, price sheets, and educational data on perimeter heating and cooling.

Jordon To Show '53 Freezer Line At National Frozen Food Show

PHILADELPHIA — Jordon Refrigerator Co. will exhibit publicly for the first time at the National Frozen Food Convention in Chicago, March 1-4, its new 1953 line of commercial and domestic freezers, Harry Fogel, vice president, announced.

Jordon will be in the Conrad Hilton hotel, Room 509, with the Jordon group headed by Alfred P. Levin, general sales manager. He will be assisted by Philip Benn, home office sales staff, Joseph Wiley, Jordon Chicago representative, and several other field men.

On view will be its new upright home freezer models J-16 and J-22, and three commercial frozen food and ice cream merchandisers. The 1953 line of the latter will include models M-17 and M-26 and its addition to the line, P-19.

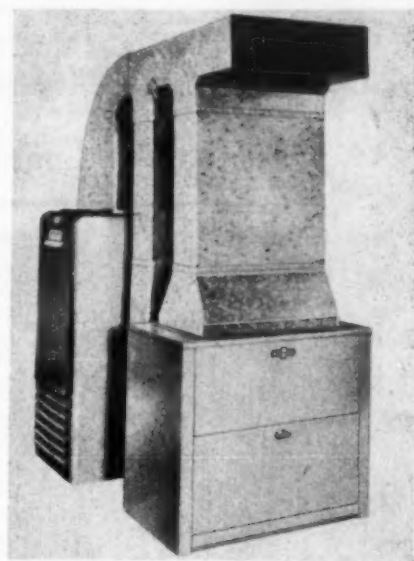
Manitowoc Appoints Four New Freezer Distributors

MANITOWOC, Wis. — Four new distributors of Manitowoc freezers were announced recently by field representatives of the Manitowoc Equipment Works here.

J. J. Fitzpatrick, south central regional representative, announced the appointment of Mason Supply Co. of Charleston and Clarksburg, W. Va.

E. E. Brammer, Florida regional representative, signed up Brooks Supply Co. of Tampa and Parnell Martin Co. of Jacksonville.

John Martin, Philadelphia regional representative, named Biehls, Inc. of Pottsville, Pa.



NEW BARKOW central residential air conditioner takes 2 to 3 ft. of floor space beside forced warm air furnace.

Barkow Home Unit--

(Concluded from Page 1, Column 4) addition to the ductwork, is all that is required, according to the manufacturer.

The condenser is the cleanable type and is adaptable for cooling tower use if necessary.

Motor and compressor are hermetically sealed with built-in overload protection.

In addition to the Barkow residential central air conditioner, a commercial model is available for smaller type installations, such as barber shops, etc.

IDEAL
Speed-Freeze
PRODUCTS

BEVERAGE COOLERS AND INSTANTANEOUS DRAFT BEER COOLERS.
(With Refrigerated Faucets)

WRITE
IDEAL COOLER CORPORATION
2953 EASTON AVE. • ST. LOUIS 6, MO.

IT'S A GEM!

Dealers and users are excited about Gem Refrigerators... custom features, competitively priced, by a maker 30 years in the business. It's a terrific deal! Be a GEM owner, be a GEM dealer. Write today!

GEM REFRIGERATOR CO.
165 W. Wyoming Ave., Phila. 40, Pa.

Curtis
REFRIGERATION
AIR CONDITIONING
COMMERCIAL

Packaged Air Conditioning Units 2 to 15 Tons
Condensing Units 1/4 hp. to 40 hp.

Curtis Refrigerating Machine Division
of Curtis Manufacturing Company
1912 Kienlen Ave. St. Louis 20, Mo.
Established 1854

Genuine Joe says:
"WAGNER
Commotators are the 'Real McCoy'!"

Wagner Commotators are best because they are precision built of the most carefully selected materials. Their rugged design provides extra strength and permits refacing with safety.

Wagner Electric Corporation
8471 PLYMOUTH AVENUE, SAINT LOUIS 14, MO., U.S.A.

WOLVERINE REFRIGERATION TUBE

in this..
HANDY CARTON

A tough, durable carton holds each coil of Wolverine refrigeration tube. As a result, the tube is protected, easy to store and to inventory, easy to merchandise and re-ship.

9 mill depots

Detroit, Mich. Los Angeles, Calif.
Decatur, Ala. Long Island City, N. Y.
Chicago, Ill. Philadelphia, Pa.
Houston, Texas Providence, R. I.
St. Louis, Mo.

SALES OFFICES IN PRINCIPAL CITIES

WOLVERINE TUBE DIVISION
of CALUMET & HECLA, INC.
Manufacturers of tubing exclusively
1413 CENTRAL AVE. • DETROIT 9, MICHIGAN

Ask for WOLVERINE COPPER TUBE by Name